

OCTOBER

It is one thing to be jealous of a competitor's volume produced at a profit and another thing to be jealous of a competitor's volume produced at a loss. The former is legitimate ambition and the latter is deliberate suicide.

The manufacturers need solvent distributors and the jobbers need manufacturers who are able to give value and quality. If their business is to be maintained and we, for one, believe that there has been enough grief in the industry the last few years for those in it to make a very definite effort to spread a little butter on their bread now.

*W. H. Pritz, Pres.,  
The John Mueller Licorice Company*

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Department of Agriculture

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# The **MANUFACTURING CONFECTIONER**

# SPRINGFIELD Continuous Cooker

**600 lbs.  
per hour**

**Clear White  
Dry Cooked**

## HARD CANDY

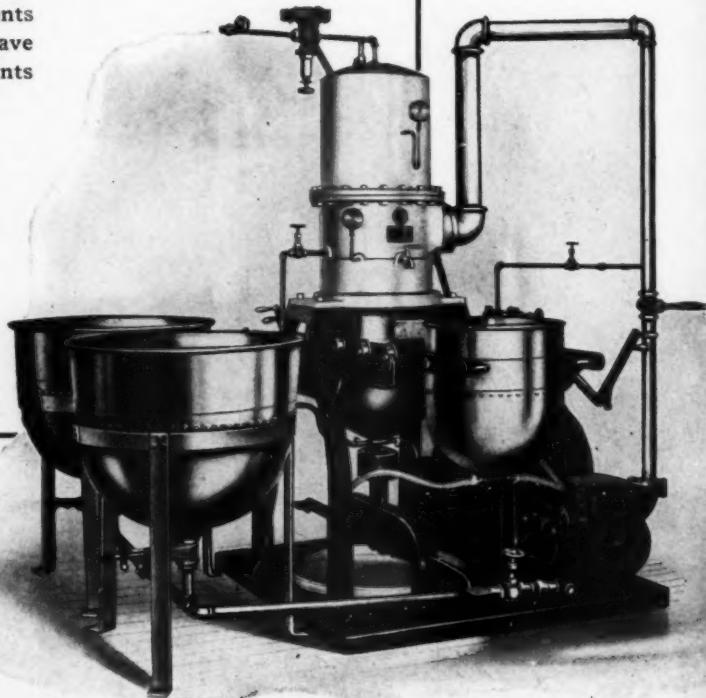
**T**HE Springfield Continuous Cooker is the sure way to cook satiny hard candies and plastics — dry and clear.

It provides the confectioner with the means of producing hard-boiled goods uniformly and keeping to rigid production requirements and quality standards.

The National Equipment Co. has been serving the Confectionery industry's mechanical requirements for 39 years, and these years have seen many notable developments and great advancement in candy machinery.

National equipment has been foremost in the march of progress.

Ask us to send an N. E. Engineer to your plant to show you how to equip for flow-line production—the means of more profit.



**NATIONAL EQUIPMENT CO.  
SPRINGFIELD, MASS., U. S. A.**

# The MANUFACTURING CONFECTIONER

Vol. XI

OCTOBER, 1931

No. 10

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## ESSENTIAL OILS and Kindred Products

### A PERFECT LINE OF FRUIT FLAVORS

• • • •

For cream centers and other soft candies, ice creams and non-alcoholic beverages, our **ABSOLUTELY PURE FRUIT FLAVORS** are the best.

#### • • Our NECTAROMES

based upon true fruit extractives in concentrated form, impart the delicious aroma of the fruits.

• • For hard candy or other products requiring heat in their manufacture our

#### NECTARSYNTH FLAVORS

will be found to produce a fine fruity character.

**DODGE AND OLcott COMPANY**  
180 Varick Street      New York City

Consult Us for Any Desired Information

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## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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*New!*

*Unco Brand*  
**WASSEROEL**  
**POWDER**

Experimental work and practical application indicates clearly that UNCO WASSEROEL is adaptable particularly to the confectionery manufacturing and flavoring extract fields. Not only does it serve as an emulsifying and dispensing agent, but it lends a "body" to your product—a most desirable function in certain preparations. The ready dispersion of flavoring oils in confectionery and kindred products is an important factor and the addition of specified quantities of UNCO WASSEROEL before mixing with the product, assures this action.

**EFFICIENT  
CONVENIENT  
ECONOMICAL**

for use in:  
CONFECTIONERY  
ICE CREAM  
FLAVORINGS  
BAKERS' SUPPLIES

**UNGERER & CO.**  
13-15 West 20th Street  
NEW YORK

# ~~S~~moother! Creamier!

VELVETY texture . . . . . delicious flavor,  
unvarying quality! Do the chocolate  
coatings of your Package Line possess  
these three essentials of success?

It's the coating that counts . . .  
as your customers can tell you.  
Today, the candy-buying  
public KNOWS Chocolate  
and is quick to notice any let-  
down in quality.

The way to be certain of quality  
coatings is to use

## **MERCKENS FONDANT PROCESS CHOCOLATE**

. . . the product of a house universally  
recognized for superior quality.

Manufactured by a special process from the finest  
materials—*Merckens Quality Chocolate Coatings*  
will contribute much to the reputation of your candies. Many  
of America's finest package chocolates demonstrate this fact.

### FOR EVERY NEED

*Wherever a high quality Vanilla Coating is desired,  
we recommend:*

CINCINNATI VANILLA  
BOURBON VANILLA

BONITA VANILLA  
YUCATAN VANILLA

*Milk Coatings of outstanding values are:*

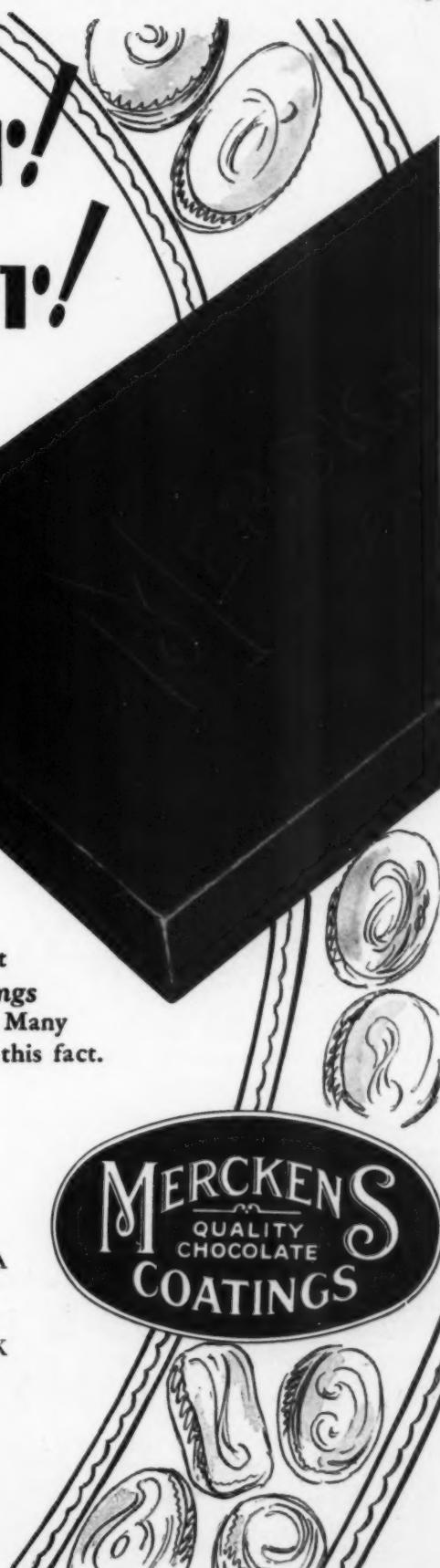
SENECA MILK   GENEVA MILK   VELVET MILK

*Write today for samples. No obligation*

**Merckens Chocolate Company, Inc.**  
BUFFALO, N. Y.

#### BRANCHES

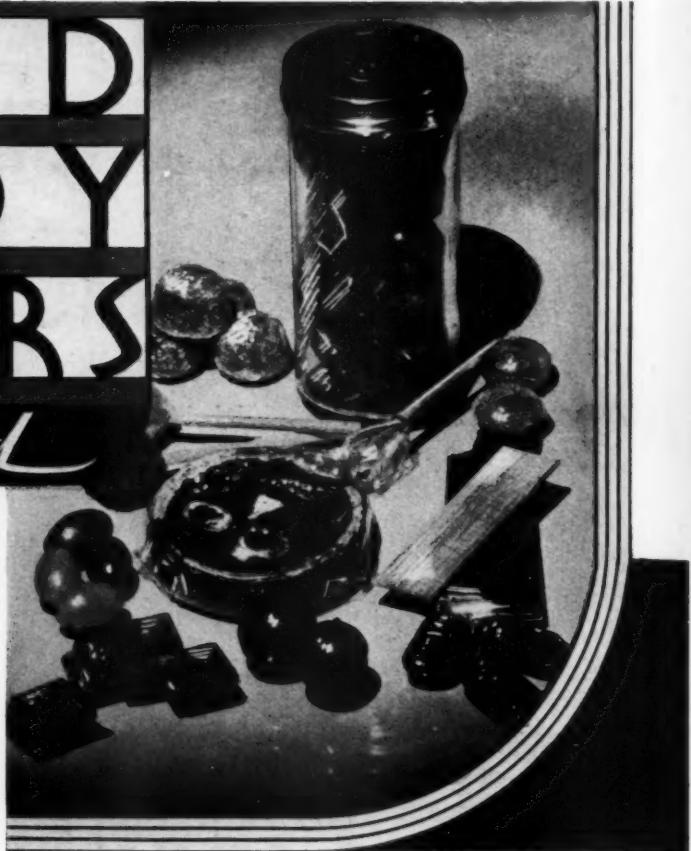
NEW YORK—25 W. Broadway • BOSTON—131 State St. • LOS ANGELES—412 W. Sixth St.  
CHICAGO—Handler & Merckens, Inc., 180 West Washington Street



# FRITZBRO HARD CANDY FLAVORS

*Improved*

Still Leads  
all Other  
Flavors  
in Sales  
Volume



*Because they Represent*

## THE MODERN WAY TO FLAVOR CANDIES

WITH the downward trend in business and with a natural reduced purchasing power the greater economy of hard candy exerts a strong appeal.

To meet the demands of a more quality conscious consumer, hard candies must be flavored as finely and deliciously as the highest packaged goods.

FRITZBRO HARD CANDY FLAVORS IMPROVED offer the correct solution to this problem.

That is why, despite the downward trend of business, the consumption has greatly exceeded that of last year.

For candies that are difficult to flavor . . . for Starch Gums, Hard Jelly Gums, Stick Candy, Toffees, Chewing Gum, Lollipops, and all kinds of hard-boiled candies which require strong, rugged flavors to withstand the most severe conditions of high temperature or prolonged drying . . . use FRITZBRO HARD CANDY FLAVORS Improved, flavors which impart to the finished product an incomparable true-to-nature effect.

Highly concentrated and free from alcohol or water, these combine economy, great strength and tremendous lasting power with a remarkable fidelity to nature's true flavors.

Over fifty flavors in this group to choose from. Samples and full details available.

# FRITZSCHE BROTHERS, Inc.

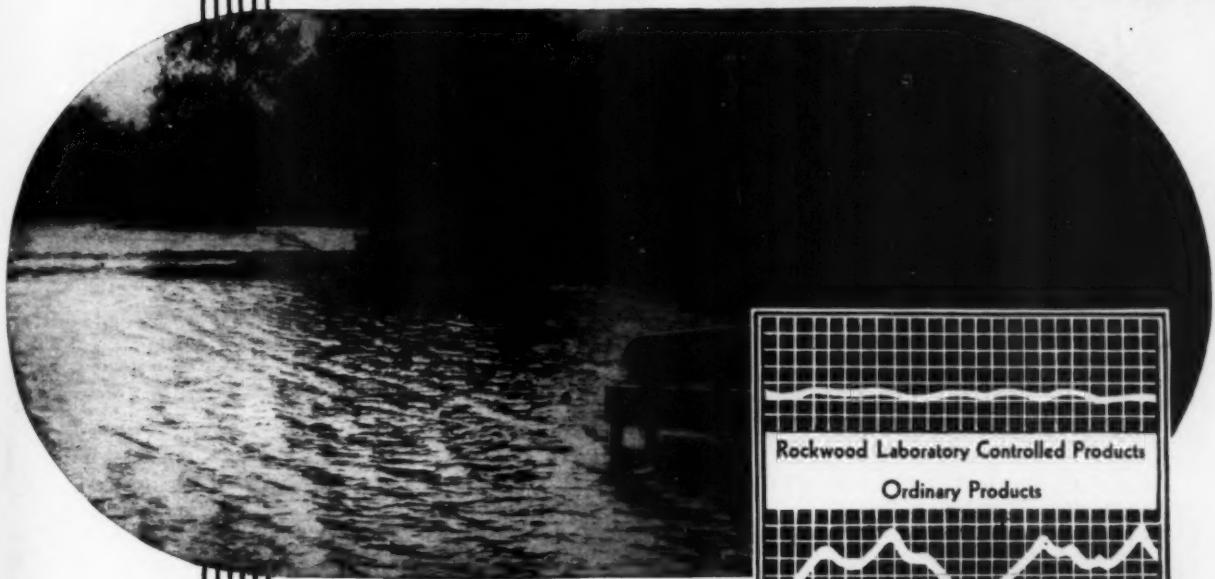
A FLAVOR FOR EVERY PURPOSE

78-84 BEEKMAN ST., NEW YORK

Toronto  
Fritzsche Brothers of Canada, Ltd.,  
77-79 Jarvis St.

118 WEST OHIO ST., CHICAGO

# NEVER MORE THAN A RIPPLE OF DIFFERENCE!



Never more than a fraction of variance one way or the other. That's the story of the success of Rockwood Products, for every single container of coatings is "Laboratory Tested" be it carton, case or bale.

Inseparable with this complete laboratory are our complete and modern factories employing only skilled craftsmen.

Your order, no matter how small or large, receives individual attention to insure highest quality and absolute uniformity.



## ROCKWOOD & Co.

BROOKLYN, N. Y.

BOSTON

LOS ANGELES

CHICAGO



If you want action in  
increasing your Candy Sales—  
Put out an ALL FRUIT BOX  
*Containing*

## BLANKE-BAER DIPPING FRUITS

Pineapple Cubes

Peach Cubes

Dipping Raisins

Dipping Kumquats

Dipping Strawberries

Dipping Cherries

Now is the time to start working on this "All Fruit Box" so as to have it ready for your "Fall drive." You should also make it a rule to include in every box of your Fruit and Nut Assortment a liberal quantity of Fruit Filled Chocolates containing these Dipping Fruits.

*Write for full information and contract prices*

## Blanke-Baer Extract & Preserving Co.

3224 South Kingshighway

St. Louis, Mo., U. S. A.



# GUITTARD COATING

HAS A

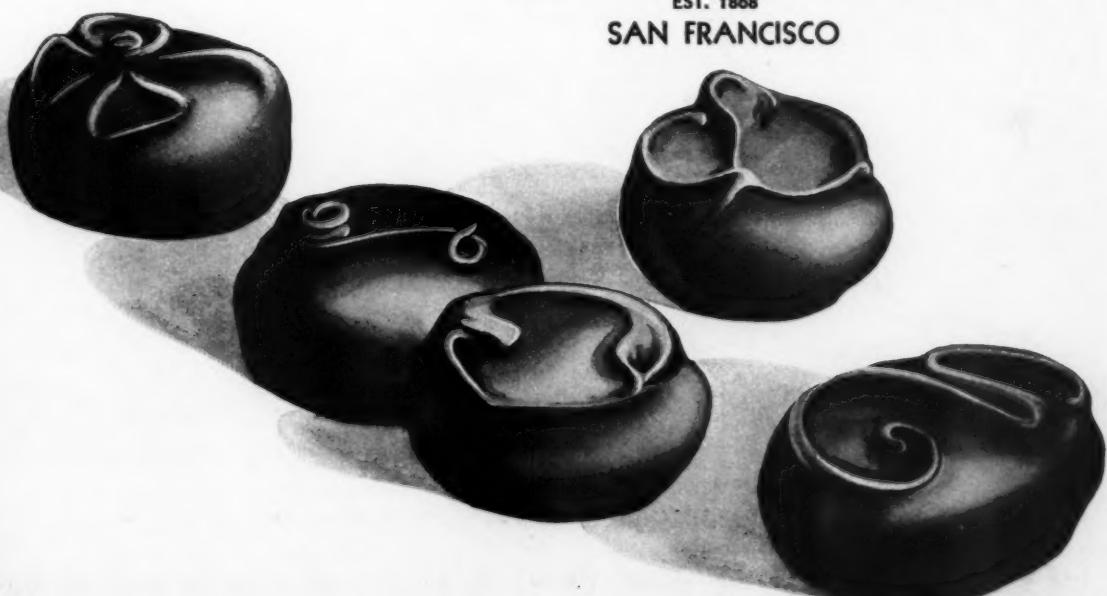
## HIGHER GLOSS

**6 ADVANTAGES  
IN USING  
GUITTARD COATING**

1. Higher Gloss
2. Easy Workability and Smoothness
3. Greater Heat Resistance
4. A Finer Chocolate Flavor
5. Quicker Setting and More "Snap"
6. Absolute Uniformity

**G**HOCOLATES dipped with GUITTARD Coating will show a remarkable gloss—and what is more important, will retain it. Truly a Quality Coating which actually looks the part. GUITTARD Coating is Quality Coating because of the unusual care in the selection of the cocoa beans, the refining of the ingredients to a velvety smoothness, and because of the extended period of conching. Changes of temperature and of humidity will not affect the glossy finish of chocolates covered with GUITTARD Coating.

**GUITTARD CHOCOLATE CO.**  
EST. 1868  
**SAN FRANCISCO**



# CHOCOLATES for the Super-critical have these **FINER COATINGS**



**M**ANUFACTURERS of top-price confections know they can always depend on Peter's Coatings to give their superior confections the perfect finishing touch. Rich . . . full-flavored . . . lustrous . . . satin-smooth!

Every flavor. Milks. Vanillas, Sweets, Bitter Sweets and Liquors. At prices to fit every need.

Your chocolates are judged by their coatings. For consistently better results, use Peter's.

• • •  
Peter Cailler Kohler Swiss Chocolates Co., 131 Hudson St., New York City. Branches: Nicholas Bldg., Toledo, Ohio; 1319 S. Clinton St., Chicago, Ill.; 3620 Third Ave. So., Minneapolis, Minn.; 24 California St., San Francisco, Calif.

TASTES THAT ARE EXACTING—CRITICAL—ARE INvariably PLEASED WHEN CHOCOLATES HAVE "COATINGS BY PETER'S"

*Peter's* CHOCOLATE COATINGS



The illustration shows the micro-projection method employed by large chocolate manufacturers to determine and control particle size in coatings. The readiness with which the anhydrous Cerelose crystal crushes under milling to provide a smooth, grit-free texture to the finished coatings is clearly demonstrated in these tests.

**Easy on horsepower  
Easy on the tongue...**

*That's why the chocolate maker  
is turning to*

**CERELOSE**  
(ANHYDROUS)

**C**ERELOSE (anhydrous) has become a recognized ingredient in quality chocolate coatings\*. Its cool smoothness and natural sweetness furnish the ideal background for mild chocolate flavors... The chocolate-maker has other reasons for liking it too. He can use more of it without masking his chocolate or making it too sweet. He can give you a coating of the same butter content, which will cover more centers per pound of coating, and he can furnish you with a smoother, better-textured piece of goods with fewer operations, less horsepower, and less milling time.

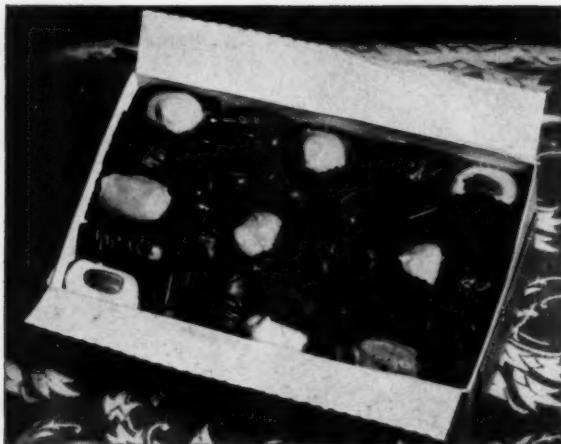
\*Federal standards and the definition for chocolate have been modified to permit the use of refined dextrose (Cerelose) as the sugar constituent.

If you are interested in securing further particulars, address as below.

SALES SERVICE DEPARTMENT

**CORN PRODUCTS REFINING COMPANY**  
17 BATTERY PLACE NEW YORK

**CERELOSE**  
THE REFINED DEXTROSE  
FROM AMERICAN CORN



## Which box has greater "eye appeal"?

**Here's a suggestion which may help step up your sales**

Compare the two boxes of candy illustrated above. Which is the more attractive? Which is more likely to appeal to the customer? The one that contains nothing but chocolates? Or the one with chocolates plus bonbons in a variety of colors?

You can add much to the "eye-appeal" and salability of your chocolates by including bonbons in the top layer. You can do this *safely*, too, if your bonbons are coated with Roba, the perfected confectioners' hard butter.

Roba-coated bonbons keep their attractive appearance indefinitely. Roba coatings keep centers delightfully creamy and full-flavored for many weeks. That's because Roba lends its own remarkable stand-up properties to the coating itself.

Roba makes a non-porous coating which helps to seal the freshness and flavor in your bonbons. Roba coatings do not become hard. They hold their luster. They do not spot or wrinkle.

Use Roba for coating bonbons—either hand-dipped or enrobed. It will help to increase your profit on these goods by keeping them salable. Prove this to your own satisfaction by a test run in your plant. A free sample of Roba for your chemists to examine and test is yours for the asking.

**Procter & Gamble**  
Cincinnati, Ohio



# Headquarters for Copper Work

## Of Superior Quality—Since 1855



**Correct Shape—Heavy Stand—Lasts a Lifetime**  
Steam and Gas Heated, Plain, with Ribs or Steam Coils.

BELT DRIVE OR DIRECT MOTOR DRIVE

*We have installed these pans in batteries of 12 to 150—names on request.*

### Why We Have NOT Laid Off Any Mechanics During the So-called Depression

**Because**—When not busy building Savage candy machinery and copper work our best mechanics have been kept busy rebuilding equipment according to Savage standards of dependability in machine performance.

That's the reason you get a real bargain  
when we have what you can use in our

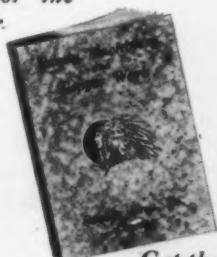
### Rebuilt Machinery Division

(See partial list of machinery on hand in  
our  $\frac{1}{4}$ -page advertisement, page 57.)

**Safety First**  
Savage Tilting Kettles properly balanced. Swivel joints eliminate leaky stuffing boxes — Trunions installed above rivet line eliminate strain on jacket. Full drainage in circulation, lessening the cooking time and saving steam. We manufacture a full line of mixers, single and double action.

### Get This New Catalog

of nearly 400 items of tools, utensils and equipment for the modern manufacture of confections — let us quote on items you are interested in, or tell us what you want to do and let us suggest the most practical way of doing it.



Get the  
Catalog—Free

**SAVAGE BROS. CO.**  
**2638 Gladys Ave. CHICAGO**

*"SAVAGE IS STILL SAVAGE" Since 1855*

*For 50 years we have been striving to do the impossible — Please Everybody*



## ONE MAN CAN DO IT ALL

The new Lag Control on the Hersey Starch Conditioner makes it possible for one man to operate both Mogul and Starch Conditioner apparatus. This man operates the Mogul as usual—the Conditioner takes care of itself, requiring no attention from the operator or from anyone else. The entire process is handled automatically from the clutch bar on the Mogul.

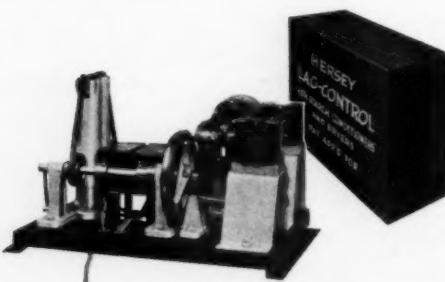
Hersey Lag Control is the final step in making the Hersey Starch Conditioner the most *simple* method for correctly conditioning starch. The Conditioner itself is a completely unified piece of equipment which synchronizes the cleaning, drying and cooling of starch

into a single operation. And now the new Lag Control further simplifies the process.

In addition to the saving in man-power, the Hersey Lag Control prevents waste of time. The Conditioner does not go into action unless the Mogul is in *continuous* operation. It stops when the Mogul has received its proper supply of starch. The Mogul can be stopped for minor adjustments without having to disturb the Conditioner.

The Lag Control also protects the Mogul against injury. There is no chance for costly forgetfulness. No starch can be accumulated at any point in starting—the Mogul cannot be overloaded upon stopping.

All Hersey Starch Conditioners are now equipped with the new Lag Control. Write for details which tell how you can save labor and time and lower your operating costs with a very reasonable investment.



*The size of the Hersey Lag Control is 9 x 12 x 15 inches. This device, together with the Hersey Starch Conditioner, offers to confectionery manufacturers a complete starch-handling system controlled by one man. We suggest that you communicate with us for further information.*

**HERSEY MANUFACTURING COMPANY** Main Office and Works: Corner E and Second Sts., South Boston, Mass.  
 Branch Offices: NEW YORK CITY, 290 Broadway; PORTLAND, ORE., 475 Hoyt Street; PHILADELPHIA, Pa., 314 Commercial Trust Bldg.; ATLANTA, Ga., 510 Haas-Howell Bldg., DALLAS, TEX., 402 Praetorian Bldg.; CHICAGO, ILL., 10 So. La Salle Street; SAN FRANCISCO, CAL., 690 Market Street; LOS ANGELES, CAL., 450 East Third Street.

# HERSEY

## STARCH CONDITIONER

# GREER BELTS

ARE USED BY LEADING FIRMS  
ALL OVER THE WORLD!

The Superior Quality of Greer Belts is known to many firms but we want ALL firms to know it!

## —Something New—

GREER WIRE BELTS for Coaters and Enrobers are made of RUST-PROOF WIRE—

You have this added protection but at no extra cost!

GREER CERTIFIED and HEAVY DUTY BELTS for Cooling Tunnels have been greatly improved.

GREER CANVAS BELTS (Endless) for Loading Tables, Bottoming Attachments, Tunnels and Packing Tables are of the highest quality.

Belts are one of the largest items of upkeep on Coating and Cooling Units. It will pay you to use only the best. When you want the best order from—

**J. W. GREER CO., Cambridge, Mass.**

---

London: Bramigk & Co., Ltd.



New York: Miller & McKelvey, Inc.

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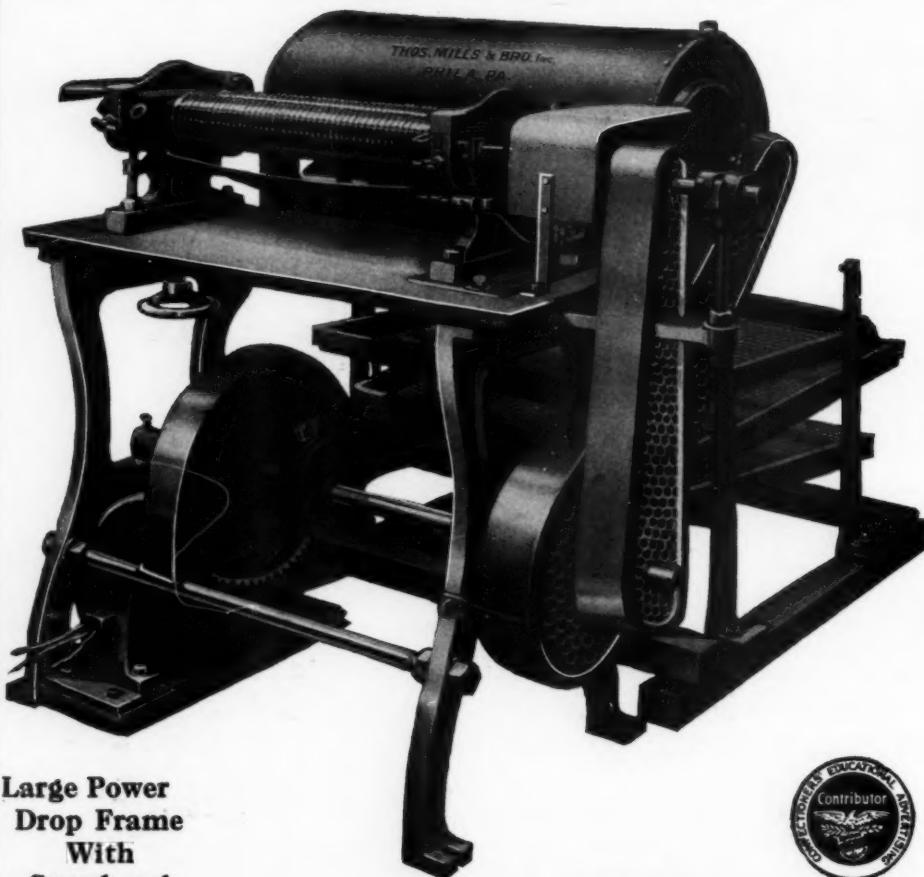
Manufacturers of Confectioners' Machinery That Pays Dividends

# Thomas Mills & Bro., Inc.

1301 to 1315 North Eighth St.

Philadelphia, Pa.

ESTABLISHED 1864



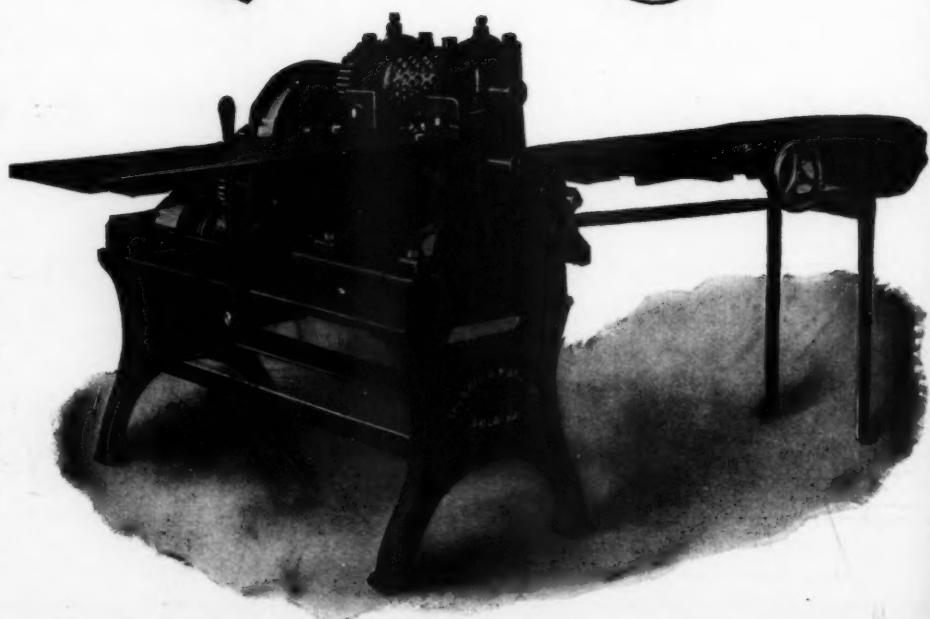
Large Power  
Drop Frame  
With  
Stand and  
Endless Belt  
Conveyor  
Attachments

Used In All  
The Largest  
Factories  
For  
High Grade  
Hard Candies

Our Catalog  
of  
Confectioners  
Equipment  
Sent on  
Request

Patent  
Automatic  
Seamless  
Hard Candy  
Machine

Improve Your  
Production  
By  
Installing  
This  
Labor Saving  
Machine  
Send for Special  
Circular



# NASHUA WRAPS

**W**E do not claim that Nashua Wraps are so superior to all others that no other wrapper can be successfully used. The wrapper business is like the candy business—some obviously cheap and made to a price; some better and others still better.

Naturally, between the several leading competing wrappers there is not a great difference in quality, price or service. Every good wrapper manufacturer is doing his best to excel. Produced in different mills, under different management, with slight differences in processes and policies, there must be some differences even between the best wrappers.

These small differences are important to you and justify carefully made investigations and tests of all wrappers.

We urge you to try Nashua wrappers with confidence in our product and in the ability of our organization to serve you well.

*Write for samples, prices, etc.*

---

**NASHUA GUMMED & COATED PAPER CO.**  
NASHUA . . . . NEW HAMPSHIRE

---





# Whole Candy Industry Acclaims CANDY RADIO PROGRAM



Letters and telegrams of praise and congratulation! . . . They're coming in to N C A headquarters from every branch of the candy industry and every part of the country.

Retailers, manufacturers, manufacturers' salesmen, jobbers, jobbers' salesmen, they all have recognized in the CANDY RADIO PROGRAM a big thing for the candy industry. 15 minutes of delightful music by a 14-piece orchestra and a famous harmony team—and short, strong selling messages about candy.

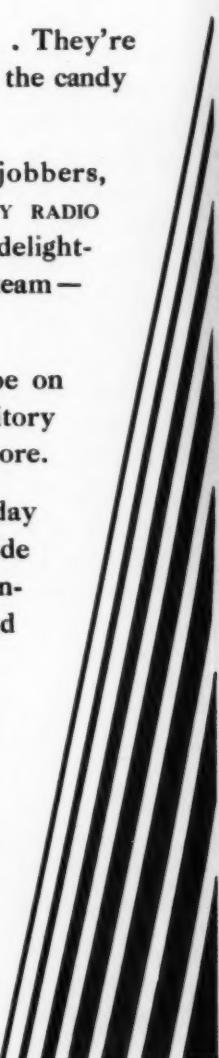
And it's only getting started! CANDY RADIO PROGRAM will be on the air every Monday to tell all the radio listeners in your territory about candy, to remind them of candy, to make them buy more.

If you did not hear the first broadcasts, listen in next Monday (see the list for your station and hour). See what this country-wide campaign means to every candy man, to retailers, jobbers and manufacturers. See how it's going right into your own territory and helping you to sell goods.

If you haven't tied-in with this campaign in order to get the greatest benefit from it, it's not yet too late. N C A headquarters will furnish plenty of effective material that makes this mighty easy to do. Bands to put around cartons, pails and boxes, streamers for store windows, free mats of tie-in advertisements for use in local newspapers. You can have at cost whatever quantity of this material you need.

*Remember the CANDY RADIO PROGRAM  
next Monday and each Monday after.*

*Time: 5:45 Eastern, 4:45 Central, 3:45 Mountain, 2:45 Pacific Coast*



EASTERN—Boston, WAAB; Buffalo, WKBW; Charlotte, WBT; Cincinnati, WKRC; Cleveland, WHK; New York, WABC; Philadelphia, WCAU; Pittsburgh, WJAS; Providence, WEAN; Baltimore, WCAO • CENTRAL—Atlanta, WGST; Chicago, WBBM; Dallas, KRLD; Fort Wayne, WOWO; Houston, KTRH; Nashville, WLAC; Kansas City, KMBC; Minneapolis, WCCO; New Orleans, WDSU; Omaha-Council Bluffs, KOIL; St. Louis, KMOX • MOUNTAIN—Denver, KLZ; Salt Lake City, KDYL • PACIFIC COAST—Los Angeles, KHJ; Portland, KOIN; San Francisco, KFRC; Seattle, KOL; Tacoma, KVI; Spokane, KFPY.

**NATIONAL CONFECTIONERS' ASSOCIATION**  
111 West Washington Street . . . . . Chicago, Illinois



Photo courtesy Curtiss Candy Company, Chicago, Ill.

*Sparkling dress of Moistureproof Cellophane retains original freshness and flavor of every piece*

BABY RUTH Chewing Gum has a greater appeal than ever before. This delicious, mouth-refreshing gum now bears a wrap of transparent Moistureproof Cellophane which persuades more gum-chewers to buy, and then brings them back more frequently.

Moistureproof Cellophane is not just an alluring dress. It seals in the original freshness and flavor of the gum by preventing loss of moisture. The sticks do not harden or crack. They do not lose the pleasing odor that stimulates and satisfies the taste.

In humid weather Moistureproof Cellophane also prevents the absorption of moisture from the surrounding air and keeps the gum from getting soft and sticky.

The protective qualities of Cellophane, plus its unusual eye appeal, help every manufacturer gain extra sales —whether he makes chewing gum or candy. Let our Package Development Department work with you in finding the best way to use Cellophane. Du Pont Cellophane Co., Inc., Empire State Building, New York City.

## HOW

*Baby Ruth lures  
more gum-chewers*

### PLAIN CELLOPHANE AND MOISTUREPROOF CELLOPHANE

THERE are two kinds of Cellophane—Plain and Moistureproof. They look alike but are different in their protective characteristics. Both have 100% transparency and sparkling lustre. Both are dust- and air-proof, grease- and oil-proof. Moistureproof Cellophane has the additional advantage of being moisture- and vapor-proof. It preserves the original freshness and flavor of a product—sealing in the natural moisture or protecting against absorption of moisture from without. The particular need of your product will determine the proper kind of Cellophane.

**DU PONT  
CELLOPHANE**  
MOISTUREPROOF  
REG. U. S. PAT. OFF.  
**Cellophane**

*Moistureproof Cellophane is a patented product of the  
Du Pont Cellophane Company, Inc.*



## Editorial

### A Job for Sound Management and Advertising

**D**R. JULIUS KLEIN was recently quoted as saying that "While the present business situation admittedly leaves much to be desired, various signs indicate that we are riding on the bottom of the depression and any change is certain to be for the better. Never, I think has there been a bigger opportunity for sound management, coupled with advertising, to help the business of this country get started on its climb back to prosperity."

In his position of Assistant Secretary of Commerce, Dr. Klein has, at all times, a sensitive finger on the pulse beat of business. He is like a sentinel perched high aloft, surveying with unrestricted gaze, the world spread out below. His thoughts are the fruits of well founded knowledge and sound judgment. Therefore, when he tells us that "there has never been a bigger opportunity for sound management, coupled with advertising," it behooves us to give heed for it comes pretty close to "hitting home" in the candy industry.

We have sound management in many of

our plants, both large and small, but these represent individual enterprises—not the industry as a whole. What is needed now is a real, honest, centralized management capable of whipping these scattered units into a coordinated and united front. The sooner this comes the sooner present chaotic conditions will be alleviated. Organized effort will succeed where individual effort has failed.

".....sound management, *coupled with advertising.....*"—when we have sound management, let us have sound, studied, *organized* advertising designed to convince the consumer of the merits of candy. This would involve not only advertising by the industry but also by the producers of candy's principal raw materials, the purpose of which would be to break down resistance to their respective products as ingredients in candy.

The question is: shall we begin now or shall we wait a while. If we heed Dr. Klein's advice, we'll begin *RIGHT NOW*.

### A Word About Free Deals

**W**ERE it not for the fact that the free deal complex has attained such serious proportions, having seized some of our most courageous and in-

dependent manufacturers, it would be a laughable matter. Consider the case of the manufacturer who coerces the hesitant jobber into overstocking his goods by dangling

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a \$24.98, all wool—or I hope to die—overcoat in front of his face as an “added inducement”; or the manufacturer who gives away a 24-piece dinner set in return for an order of candy. And there are tea wagons, electric percolators, smoking sets and rugs to mention but a few of the more popular items available to jobbers as a reward for the purchase of candy.

The situation has gotten to a point where the jobber is at his wit's end to know which deal to accept and which to refuse. To clarify the situation somewhat we suggest either one of two plans—to be acted upon by the industry as a whole:

Plan No. 1—Publish a Directory of Deals, an alphabetized catalog, so to speak, listing the various premiums available to the jobber and beside each the name of the manufacturer from whom he will have to purchase his candy in order to get the premium. The value of such a directory to the jobber is immediately apparent. For example, if baby needs a new pair of shoes all he has to do is turn to the page indexed “Shoes” and under the sub-head “Baby” he will discover that the Klutz Kandy Kompany of Kalamazoo, Mich., offers one pair of baby's shoes with every purchase of Klutz's “Koo-Koo Bars.” The fact that he still has half a case of Koo-Koo Bars left from his last deal in shoes with

this company is no cause for concern as the Klutz people are very lenient about allowing full credit on returned goods. One example suffices to show the practicability and convenience of such a directory.

Plan No. 2—Appoint a committee to investigate other industries and find out what ones are in a similar mess so far as offering premiums is concerned. Then through the National Associations make arrangements with one or two such industries to give their goods as premiums exclusively while they, in turn, agree to give their jobbers candy in all deals. For example, if the manufacturers of perfumes and cosmetics have been vying with one another in their inducement to jobbers, let them all agree to use candy as the sales stimulant. We in return, will limit our jobbers' premiums to such products as the perfume and cosmetic industry produces. A co-operative arrangement of this kind will be mutually beneficial. Of course, under such an arrangement the jobber would not have the variety of premiums to select from and he might become “fed up” on perfumes and cosmetics but after all, that's his tough luck.

There is one other plan which just occurred to us and that is to cut out free deals altogether; but now we're being flippant.

## Seven Ounces of Chocolate

*C*NE of the most thrilling news items appearing in the papers recently was that describing the miraculous survival of three trans-Atlantic fliers who were rescued after a week of helpless drifting off the Nova Scotian Coast with nothing but a disabled and slowly sinking land plane between them and eternity.

The part played in that tense drama by seven ounces of chocolate was read by millions. With nothing more than this chocolate and the oily water from the radiator

of their motor to sustain them, these men managed to keep up their strength and courage through 168 dispairing hours, during which time Dame Nature took occasion to display some of her meanest tricks. Had not their sorely taxed bodies had the nourishing effect of this small quantity of chocolate, the story might have had a different ending. Had their strength ebbed, so too might their courage; and had their courage failed, the final chapter might have read, “Lost, somewhere at sea.”

# New Methods of Treating Cocoa Beans

By DR. ING. ALFRED R. R. LAESSIG

**A** NEW method for the post-treatment of the cocoa beans needed for the manufacture of chocolate as well as cocoa powder culminates in the perception gained during long years of experience by experts that the hitherto prevailing, old-fashioned, routine-like process of manufacturing must be replaced by a new method or supplemented in such a way as to incorporate in contrasts to the hitherto used system the following:

(1) A WASHING PROCESS and an optional *after-treatment* of the purchased raw beans.

(2) A noticeably changed system of the DRYING PROCESS in place of the hitherto generally used *sharp roasting*.

The purchased crude beans, even when intended for the manufacture of chocolate, are to a large extent not of such a quality as to make it desirable to use them without a fermentative after-treatment or an adequate washing and airing process, roasting and converting into chocolate liquor. Especially for the manufacture of quality chocolate, the cocoa bean requires acid mitigation and improvement of flavor. Both can be attained through a proper after-treatment of the cocoa beans to be used.

## The Cause of Faulty After-Fermentation

The after-fermentation effected with warm water has led in various cases to failure because of the fact, that the after-fermentation was frequently handled without understanding in the old routine-like manner.

In many cases it was evident then, that instead of the expected alcoholic after-fermentation or a side-effect, there occurred a sour fermentation, usually a vinegar-fermentation, sometimes even a butter-acid-fer-

mentation. These faulty side-fermentations during the after-fermenting process often spoiled the entire effect of the applied manipulation. These ill effects could have been avoided, provided the proper steps had been taken for their prevention, right at the start. Mostly, the underlying reason for these faulty after-fermentations is the fermentation-mucilage which comes from the shell and has dried up on the beans. It has not been sufficiently removed from the beans, i. e., washed off in an effective manner. The fermentation-mucilage which envelopes nearly all purchased cocoa beans contains a multitude of sour and rotten elements of decomposi-

**In this article which will appear in two installments, Dr. Laessig who has been described as "The Father of the Modern Methods of Preparing Cocoa" describes a radical departure in the treatment of cocoa beans preparatory to the manufacture of chocolate.**

tion, originating from the pulp-fermentation. When this sour and rotten mucilage is softened during the process of after-fermentation and permitted to remain on the surface of the beans, it may easily cause a sour or decomposed side-fermentation. For this reason it is essential that this fermentation mucilage be washed off at the beginning of the process, in an efficient and thorough manner. Even when the cocoa beans are roasted in dry condition after the old-fashioned method, the higher roasting temperature decomposes the fermentation mucilage causing a "burnt smell" that affects the taste and flavor of the cocoa.

Therefore, the cocoa beans should only be used *after having been thoroughly washed*. Even after the washing process, however, there may occur, during the after-fermentation among certain lots of cocoa beans, a more or less strong vinegar-acid-fermentation, i. e., in those cocoa beans, which already have sour fermentation besides the alcoholic fermentation due to an inexpert tropical rotting process. Even the possibility of the presence of such beans has to be taken into consideration and prevented. It is quite easy to do this, if you know how.

## Inducing Proper Fermentation

On the other hand, there are also certain lots of cocoa beans (especially those of the Provinces of Bahia and St. Thome) in which there is only part of the enzyme still alive due to super-heating during the drying process (by the employment of fire drying) in the countries of origin. Naturally, it is more difficult to effect an adequate alcoholic fermentation, with this kind of cocoa bean. In this case, the fermenting process needs a more drastic stimulant, i. e., a diastatic fermenter. One of the most suitable fermenting agents, in my opinion, especially for the furtherance of the cocoa-fermentation, is diastasis (that is, non-absolute diastasis preparation from Messrs. Gehe & Company's chemical plant, at Dresden). In place of the simple fermentation with warm water, there has lately been introduced a modified after-fermentating process which

- (1) prevents sour fermentation.
- (2) aids and accelerates the alcoholic fermentation or stimulates same through the addition of diastasis.

For the prevention of vinegar-fermentation, the most simple and at the same time the most advantageous means in other respects is

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the simultaneous use of a weak alkaline solution, i. e., potash lye.

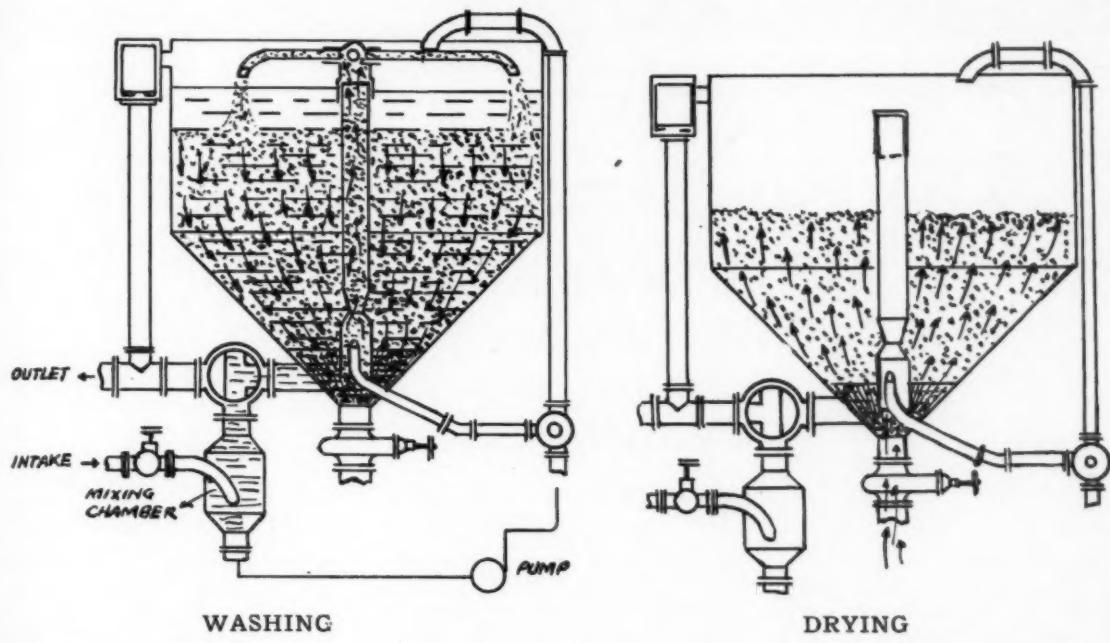
For the three steps of treatment:

(a) Washing,  
(b) After-fermenting process and preparation,

(c) Airing and preliminary drying, the so-called "Cauterization Apparatus" (Beizapparat), which combines this work in a single unit, due to its construction and arrangement, can be described as ideal for the purpose.

desired temperature by applying the necessary heat. Through the nozzles, the washing water enters again into free space and simultaneously with the beans repeats the circle of movements again and again, as long as the compressed air is turned on. Due to the fact that the circulation of the mixture of cocoa beans and water is maintained in a steady, even flow, a thorough washing of every cocoa bean takes place. At the same time the beans rub against

to being washed, require also a systematic after-fermentation treatment, because of their high content of tannic acid, remain in the vat after completion of the washing process and the removal of the water. The time varies from about 3 to 4 hours depending upon the optional period of fermentation to be effected. While the beans stay in the fermentation solution inside the vat a closely adjusted temperature of 50° Centigrade, or 122° Fahrenheit



### The Cauterization Apparatus

The main body of the entire apparatus is the iron vat, the upper part of which is cylindrical and the lower part shaped like a funnel. The lower part of the funnel is equipped with a valve, which when opened will first drain off the water and then permit the cocoa beans to leave the apparatus, in a rapid manner. The firm Jager builds this kind of apparatus, in various sizes for a wide range of capacities. The interior of the vat contains in its center a washing nozzle and in a concentric arrangement 4 smaller nozzles with adjoining washing pipes. The nozzles are fed with compressed air produced on a compressor. The compressed air rushing through the nozzles and washing pipes takes with it the cocoa beans, placed into the vat by means of an elevator, and also the water which surrounds them. The water can be kept at any

each other so gently that crushing or shelling of the beans is impossible. Furthermore, the constant shifting of the contents of the vat by compressed air creates an agitation throughout the entire mixture which rubs and scours gently within itself thereby cleaning the cocoa beans of any and all adhering impurities and fermentation mucilage. This matter is loosened and forced to the surface, where it is skimmed off through a draining device. To prevent the danger of a vinegar-fermentation, it is necessary to use for the washing process a potash solution (1%) having a temperature of 75 degrees Centigrade or 167 degrees Fahrenheit.

In extreme cases when very dirty beans are used, this washing treatment should not require more than a half hour, after which period the washing water should be drained off. Cocoa beans which, in addition

should be maintained in the vat. (The fermentation solution consists of warm water 30 to 40 degrees Centigrade or 86 to 104 degrees Fahrenheit in which  $\frac{1}{8}$  per cent preparation of non-absolute diastasis is suspended. After this process the beans must be aired and dried in a preliminary way and then kiln-dried.

### Drying the Beans

Our so-called, cauterization apparatus (Beizapparat) has been ingeniously devised and in such a way as to permit a very intensive *preliminary drying* of the beans by an extremely efficient airing or ventilating system. For this purpose the large middle washing tube of the apparatus is connected with a strong exhaust fan. In order to obtain a certain preliminary dryness, the exhaust fan has to be kept run-

(Continued on page 46)



Typical Russian candy bar wraps. The inside of the wrapper is sometimes used to serve the Government in its anti-religious and anti-alcoholic campaigns. The reverse sides of two such wrappers are shown.

# The Russian Sweet Tooth

## *In which an American, visiting Russia, gives us a first-hand account of that country's state-controlled candy industry*

By HERMANN R. HABICHT

WHEN I reached Moscow in July, 1930, sugar and candy were exceedingly scarce and strictly rationed; the average white collar worker's food card entitled the bearer to a kilo (2.2 English pounds) a month, or to the equivalent weight in candy when the latter was available, while a manual worker, depending upon his category, i. e., upon the amount of hard work his job called for, received up to 2 kilos a month. The 1929 sugar beet crop had been a small one yielding less than 900,000 tons of refined sugar, some of which had been exported in the fall of 1929, before the final drop in sugar prices had taken place, to be replaced by imports from Cuba during the months of low sugar prices preceding the passage of the new American tariff bill. The strict rationing of the small available quantity of sugar provided just enough to go around, with very little left over for the manufacture of candy.

As soon as a candy shop had a sign out that sweets were available,

there was a great rush from the entire neighborhood, and even from far parts of the city, on the part of those anxious to obtain their quota, and the long lines were far too formidable for me to brave.

### **"Liquidating" the Sugar Shortage**

On my return to Moscow in September, 1930, after a two months' trip throughout European Russia, the situation seemed to be righting itself rapidly, for the 1930 sugar beet crop had been a bumper one, estimated to yield over 1,800,000 tons of refined sugar, or somewhat

more than double that of the previous year, and the sugar shortage, and with it the candy shortage, was being "liquidated," as the Russian says for doing away with something. Sugar and candy were still being rationed, but any number of shops were well stocked, and the lines had disappeared. The refineries had begun to receive new crop sugar beets, and were producing sugar as fast as the raw beets came to hand and the machines could turn them out into sugar. In the latter part of October, the restrictions were further relaxed; at first all candy costing more than rubles 2.50 per kilo (about 55 cents per pound) was placed on sale "bes kartochki," i. e., without a coupon from a food card, and then sugar in quantities up to 10 kilos could be obtained without a coupon, though at a higher price than of sugar bought on a food card — Rbls. 2.30 per kilo equal to about 51 cents a pound. Finally candy of all kinds was placed on sale without any restrictions of any kind. The food cards are still (May, 1931) provided with a sugar coupon; the



One of the Mosselprom Candy Shops in Moscow.

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quantity thus bought costs 58 kopeks a kilo (13 cents a pound). Gradually, other sweets in addition to candy made their appearance during last fall, honey, jams of many kinds, cakes and pastries. Many of the Russian fruits are of an excellent flavor, especially a species of small plum, and wild strawberries, and the jams are delicious. The price during the winter has been Rbols. 3.60 per kilo if you bring your own container. Rbols. 4.24 if the preserve was packed in glass (about 81 and 96 cents per pound respectively). Incidentally, I have never been able to find out why prices, even of expensive things, are so often on a "Macy" basis; it is not unusual to see a dress priced at Rbols. 31.53, or caviar at 14.45 per kilo.

### The Russian Needs His Sugar

The shortage of sugar and sweets during the spring and summer of 1930 was a real hardship, for sugar is an indispensable ingredient of tea for the Russian, and tea is consumed in literally unlimited quantities throughout the length and breadth of the land. Never taking sugar in my tea, I am quite a curiosity to all my Russian friends who quite fail to grasp my barbaric tastes. The girl who pours the tea in the little cafeteria lunch room in the building in which I worked was unable even after three months to understand that I do not want sugar in tea. "Bes sahkar" (without sugar) were among the first Russian words I learned to pronounce. In Russian homes jam, honey or candy is served with tea in place of sugar; each guest gets a little saucer with jam which he either puts in his tea or eats as is, without bread. Tea is always the cheapest and best drink available. It really replaces our ice water at home, though it is always served at the end of a meal, even of breakfast, to the despair of American tourists, who just cannot make Russian waiters understand that they wish their drink with their meal. In the hotels, frequented by foreigners, tea costs from 25 to 50 kopeks a glass; in most of the ordinary restaurants, from 50 to 10 kop.; in cafes, 10 without and 15 or 20 with sugar, while the little cafeteria mentioned above, open only to those who work in the building, a glass of tea with sugar is 3 kopeks (just raised from 2) and costs nothing if served without sugar. Two to three heaping teaspoonsfuls is the average Russian's

minimum requirement of sugar per glass, so that it is evident that the bulk of sugar produced is consumed this way.

### We Visit a Russian Candy Factory

When the candy shops blossomed out with all their tempting ware, I naturally was curious to get the story back of the filled shelves. Russians are proud of their factories,

*K N O W I N G American candy manufacturer's interest in Soviet-made confections, aroused largely we must confess by the increasing exports of that Government's candy to this country, we asked Mr. Habicht, who has made a number of interesting contributions to our pages, to investigate conditions while visiting Russia and report them to us for our readers. The accompanying article is the result of this request. In the letter accompanying his manuscript he said in part:*

*"... while it (this article) does not deal entirely with the points you outline in your letter, I believe that it is of sufficient interest to your readers. Conditions here are so very different from those at home that I am sure the material I have used, which is all based on personal observation and much of which has never been published before in any form as far as I know, will be of real news value to you. Bear in mind that this is an enormous country, about three times the size of the U. S. A., and that a really comprehensive survey of the candy manufacturing industry scattered throughout the country would take months to complete."*

and natives and foreign tourists alike are conducted through them as a regular part of the program of industrial education and enlightenment mapped out by the Government. Foreigners obtain the necessary letters of introduction from Voks, as the Society for Cultural Relations with Foreign Countries is generally known. I applied for one to include

the charming wife of one of the American engineers resident in Moscow, and we started out on my next free day. The tram (Russian for trolley) took us across the Moskva River, from the other side of which one has a splendid view of the famous Kremlin, a complex of mediaeval buildings of which I have not yet seen my fill, past the new "skyscraper" apartment house rising on the far side of the river, which, when completed, will be one of the largest buildings in Europe, to one stop beyond, where we strolled through the mud that goes with construction in Russia as in America, along a little canal to the "Red October" Candy Factory. The name is a common enough one in the USSR, taken from the October, 1917, Revolution, which put the Soviets in power, and which is now annually celebrated on November 7th, owing to the change from the old Julian calendar to the western Gregorian calendar in the meanwhile. If I had not known the building from the large sign, illuminated at night, which I had often seen from afar, the familiar odor of roasting cocoa beans, reminiscent of whiffs of the Ninth Avenue Elevated around Thirtieth street in New York, would have shown me the way. We found the entrance and checked our galoshes in the wardrobe within according to the unwritten Russian law, climbed up two flights of stairs in the old red brick building, and presented our letter of introduction to the man in charge. We were politely bowed to a bench and told "Ceichass," meaning at once. Pretty soon an elderly woman appeared with white aprons which we were requested to put on, and then our guide, who seemed familiar with the entire plant, but was quite ignorant of any other language except Russian, took us in charge.

### Equipment Used

The bulk of production of this particular plant consists of hard candies and caramels, though there is also a fair sized chocolate and cocoa department. Most of the candy machinery had been supplied by a well known American equipment manufacturer, but there also were a few German and Swiss machines. The cocoa and chocolate machinery bore the nameplate of a leading German manufacturer. Some of the simpler machines in the candy department were made in the Soviet Union, for instance, the pulling and kneading

## THE RUSSIAN SWEET TOOTH



Right: State Street vendor of candy and cigarettes in Moscow. Bakery in the background.

Left: A candy booth in Moscow with a typical Russian shopper making a purchase. Note the straw basket which is used everywhere in the U. S. S. R.



machines, the hot tables, etc. The plant compared favorably in cleanliness and general sanitary conditions with the average candy factory at home. All the girls wore hoods and aprons, and the men aprons; hands and finger nails were clean, and the washing facilities seemed adequate. Much of the work that is done by machines in America is still done by hand here, partly because the necessary machines are not available, partly because it is equally or more advantageous. Thus there were no wrapping machines of any kind. There was a simple nailing machine in the packing department.

### Raw Materials Limited

Sugar, fruit juices, fruit jams, peppermint, soya bean flour, and a few artificial colors were, in addition to cocoa beans, the only raw materials I could discover. Russian hard candies are quite different from those we know at home. Bonbons with a pure fruit jam filling are very popular; plain hard candies are made in a variety of shapes, colors and flavors; a very tasty caramel is turned out, largely for export. One of the best of the local products was a complete novelty to me—a sort of

tootsie roll made of soya bean flour and sugar; it is wrapped in plain paper and sells for 5 kopeks (2½ cents). It is quite rich and tasty, and I have grown so fond of it that my larder is always well stocked. In view of the limited number of raw materials available, I was surprised at the large assortment of candies that Russian ingenuity has found ways and means to manufacture. There were no nut candies of any kind, no chocolate creams, no cocoanut, no ginger, nougats, fudges, taffies nor chicle. The chocolate department turned out coatings, bar chocolate, cocoa powder and cocoa butter, both for domestic consumption and for export.

The girls in the wrapping departments struck me as being very skillful and adept, and as working at their tasks just as mechanically as I have seen them do at home. Of course, we aroused a good deal of interest and attention, and were asked the usual questions about America: "Was it true that there were so many unemployed in the United States, and what did they do to live? Did we like the USSR?" Our Russian replies started them all giggling in a most amusing way.

### Packing and Selling

Special care is taken of export goods; they are wrapped in fancy paper and foil, often in very bright, gay colors, attractively layered by hand, and all with the required English labels "Made in USSR." Most of the better grades of candy for local consumption are wrapped in papers; the cheaper grades are simply put in wooden boxes and thus shipped to the stores in bulk. Wood only is used for outside containers; fibre boxes are quite unknown. As fast as the candy is packed, it is shipped by motor truck, by peasant cart, or in the winter by sleigh, to the many little booths located all over the city, to the lunch room and restaurants, most of which have candy for sale, and also distributed to the flying street vendors, who do a rushing business selling what corresponds to our nickel and penny goods on the main thoroughfares of the larger cities. In Moscow, the candy shops go under the name of Mosselprom, the name of another large candy factory in Moscow; some of them are small and poorly equipped, but a number are large and spacious, have attractive displays,

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and are handsomely fitted out. A few serve tea and other soft drinks in addition to selling candy, crackers, cakes, and often jam.

### State Controlled Production and Distribution

All the problems confronting the American manufacturers in regard to selling, consigning, and advertising and connected with distribution and competition are unknown here. Production and distribution are entirely in the hands of the State, or rather in the hands of organizations equivalent to our corporations owned and controlled by the state directly, or indirectly through the cooperatives. The prices at which candies are supplied to the stores and other retail outlets, and the prices at which they are sold to the consuming public, are all fixed by agreement subject to the approval of the government, which also allots the raw materials to the plants, and supervises the quantities, grades and assortments to be manufactured, and the distribution of the finished product throughout the country. Every section, every town and every hamlet is entitled to its quota, and the large industrial centres are always given preference, for every care is taken that the man or woman who does hard manual labor gets the best possible nourishment. The problem here is to obtain a sufficient amount of raw material to supply the demand of the country. Even though candy has now been plentiful in all the larger cities for months, it often happens that a certain kind is unavailable for a long time. Foreigners soon learn from the Russians to buy what they want when it is offered or displayed for sale, not to wait until they might really need it, when it may no longer be available.

### Interesting Side Lights

The Red October Factory employs about 5,000 workers in three seven hour shifts, the majority of which are girls, although owing to the larger amount of hand work there are probably more men than in a comparable factory at home. When we had completed our two hour tour, we were presented with a two pound box of export caramels, freshly made and wrapped, and a bar of chocolate each; all our remonstrations that we wished to pay for the courtesy shown us were in

vain. Our guide naturally refused to take a tip, and would not even take a cigarette, a rather unusual rebuff in a land where almost everyone smokes and the supply is inadequate to the demand.

Candy now sells at from 1 ruble a kilo for the cheapest variety of hard candy, to Rbls. 4.20 for the best grade of chocolate covered fruit centre; sometimes one can buy delicious chocolate truffles which are worth Rbls. 8—a kilo. A 100 gram (not quite four ounces) bar of sweet chocolate costs 1 ruble (45 cents, 95 cents, and \$1.80 per pound and 50 cents respectively).

The Soviet Union is the only country I know which has something rivalling our peanut. It is the seed of the sunflower. In the villages and country districts one often sees during the fall children and grown-ups walking along the road munching the fatty seeds out of flowers which they have picked along the wayside; in the cities the seeds are sold by the peasants at the street corners, 20 kopeks for a glassful. It is quite a trick to eat them, one I have not yet mastered; the flat seed is put upright between the teeth; the pit is taken out with the tongue, and the shell spit out, to decorate the sidewalks and the floors of the street cars just as peanut shells do at home.

Occasionally, I have seen what are evidently homemade candies peddled about on the streets, walnut, almond, filbert, or peanut candy, in rather small squares, unwrapped

but not bad eating, cost 20 kopeks (10 cents). Throughout the south, poppy seed caramels are great favorites.

### Wrappers Used for Government Propaganda

There is no need to advertise candy here, for all that can be manufactured can readily be sold. But with the Russian flare for publicity, candy has been utilized for internal propaganda. Some of the candy wrappers bear on the inside mottoes that are to serve the Government in its anti-religious and anti-alcoholic campaigns.

Here are a few samples that I have come across, in rough translation:

*"Not a single proletarian Kopek for vodka or religion."*

*"The struggle against religion is the struggle for socialism."*

*"Priests are our enemies to the grave; beware of them."*

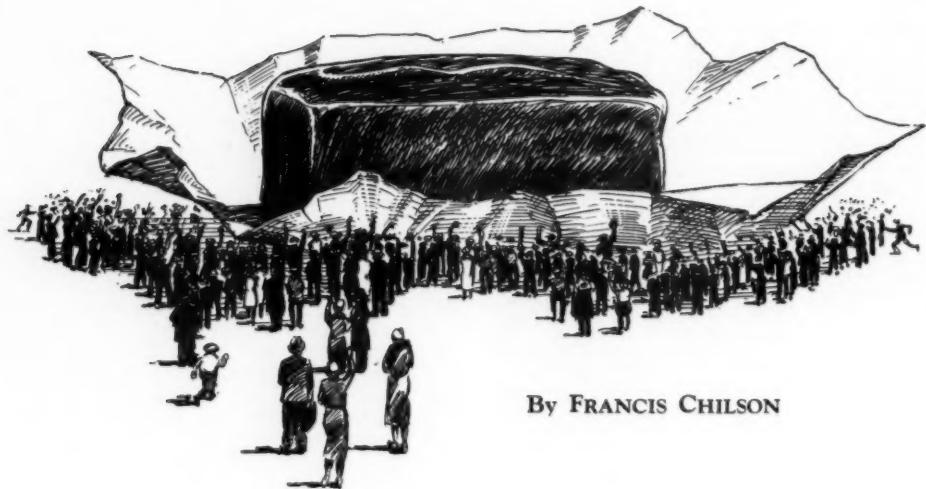
*"In reply to the falsehoods of the horde of priests, let us complete the Five Year Plan in four years."*

*"Substitute culture for alcohol and religion."*

I have been unable to obtain any information in regard to the total production of candy in the USSR. But it is certainly a respectably sized industry this year, with the chief raw material fairly plentiful and a population forever hungering for sweets. I venture to predict that some day the per capita consumption of sugar in the Soviet Union will compare favorably with that of Western Europe and the United States. At present, in line with the general policy under the Five Year Plan to foster production industries, i. e., heavy industries necessary for the rapid industrialization of the country, at the expense of the so-called light industries, i. e., those producing goods for consumption, sugar and candy still play a secondary part in the industrial development of the country. The only explanation I can offer for the Russian sweet tooth is the rather obvious one that sugar as a heat producing food is of the greatest importance to a population a large part of which lives in a vigorous northern climate, with a winter more or less six months long, the climate of Moscow being comparable in many ways to that of Minneapolis or of North Dakota.



# Can the Market for Five Cent Goods Be Expanded?



By FRANCIS CHILSON

*Mr. Chilson declares it can, but to bring this about we must first study the consumers' habits and then give them what they want*

**CJ** N view of the salutary influence that the recently introduced packages of small pieces of candy have had upon the sales of five cent goods, it seems timely that the necessities of this market should be thoroughly reviewed. It may be said at the outset that the five cent market still offers possibilities of reaching the heights attained during and immediately following the war, provided candy manufacturers continue to introduce innovations, such as the multi-piece package, and become more fully aroused as to the importance of convenient and artistic package design.

That this is a sensitive market is proved by the inroads made by the

dietary fads and by destructive cigarette advertising, and, on the other hand by the immediate response to the multi-piece package. For a long time observers have noted that the five cent package appeals mainly to children of high school age and also to men and women who have no qualms about munching a huge bar of candy in public. Fastidious men and women generally do not consume candy in public, particularly when the bar or package is so constructed that the consumption of it renders them conspicuous. The public response to the small-piece package, however, seems to indicate that the five cent market could be made to appeal both to women and to fastidious men, if the goods itself

and the package containing it are carefully designed to facilitate unobtrusive public consumption. This and a careful study of individual tastes as a preliminary to the introduction of new goods should place the scientific manufacturer in a strong and leading position. The problem must be approached, therefore, from four angles: taste, quality, construction of the goods and design of the package.

## The Consumer Under Observation

With these factors in mind the writer, with the aid of two interested advertising men, undertook to make a tentative survey, the results of which are quoted below. Since the

## THE MANUFACTURING CONFECTIONER

survey was not extensive enough either in time or in territory the results are to be taken only as indicating certain evident trends, and as a method of approach to an interesting problem.

The places selected for the observations were the Penn Station, the Grand Central Station and the Boston and Westchester Station. When the observations were tabulated and discussed, several additional corroborative tests were made at drug stores and at subway stations. In order that the tests might be reasonably fair the time between 4:15 and 5:15 p. m. was selected as being likely to include people of every class, and children as well. At the outset, it was discovered that the answers of clerks were utterly useless, either because clerks are extraordinarily unobservant or too indifferent about their work to care. One clerk, for example, said that his candy sales were made to an even number of men and women. Direct observation, however, showed that his men customers outnumbered the women by four to one. Another was convinced that, after widely advertised goods, the products wrapped in transparent cellulose sold best. Again direct observation confuted him.

In making the observations careful note was taken of the approximate social status of the purchasers as indicated by their appearance and manner of speech—it being impossible, of course, to make direct inquiries of any kind. In addition, approximate age was noted, sex, color and probable nationality.

### What We Observed

One of the first things observed was that in general, the adult purchasers seemed to be in what might be called the small wage class. Among them there was a number of laborers, porters, mechanics, and a considerable percentage of more or less, shabbily dressed men who appeared to be factory hands or clerks. The number of well-dressed, apparently, well-educated men among the various purchasers was strikingly small. Another group decidedly in the minority was women. Those who did buy seemed to favor gum and mints; and many of them bought for children who accompanied them—or else placed their purchases in handbags, presumably intending to take them home for the same purpose. There was a fair

number of children purchasers of both sexes.

Out of the total number of people who visited the stands only a comparatively small percentage made purchases of candy—their main interest being the purchase of newspapers and cigarettes. Out of the candy stand visitors quite a few hesitated, scanned the products without making purchases and then went off. Why they were attracted and why they did not buy could not be determined save only on a highly theoretical basis. The percentage of these non-purchasers, however, is sufficiently great to warrant investigation by the industry. The percentage of non-purchasers in each recorded instance ranged from eight to fourteen percent. The tabulation (for one stand in each place only) is given below:

Place	Grand Central	Penn.	B. & W.
Total customers.	68	95	38
Men .....	41	58	28
Women .....	12	17	6
Children .....	5	9	1
Women non-purchasers .....	6	8	2
Men non-purchasers .....	4	3	1
Per cent men....	60.4	61	73.7
Per cent women.	17.6	18	15.8
Per cent children	7.6	9.4	2.6
Per cent non-purchasers .....	14.4	11.6	7.9

When the results were tabulated, analyzed and discussed certain general conclusions were drawn from the figures and also from the experiences of the observers and are here presented.

### General Conclusions

1. As a general rule, five cent goods are too sweet. Subsequent discussion with a number of men and women indicated that the increasing use of alcoholic stimulants and tobacco has created an antipathy to sweets. That products less sweet than average and even mildly sour would appeal both to men and women, especially smokers and drinkers, is attested by the experience of the manager of a large Liggett Drug Store, who told the publisher of *THE MANUFACTURING CONFECTIONER*, that, in order to meet his candy quota, particularly during months immediately subsequent to holiday seasons, he specialized in salted nuts, macaroons and other non-sweet products.

The purchase of samples of every piece of goods on display revealed that none is sour and many disgustingly sweet. These samples also in-

dicated the need for something really new in candy. All the samples could be classified into the time hoary groups, nougats, plain and nut chocolate, caramels, cream-caramel-nut centers, plain cream centers, etc., etc.

2. Many manufacturers are careless of the quality of the goods they sell in the five cent market. A well known company recently brought out a line of bar goods which is decidedly inferior both in center and in coating to their regular package line. Another company, recently introduced a new bar supported by radio and other advertising. The coating of the piece is extremely poor and reports from several sources indicate that, after the first flush, sales began to fall off. It seems logical to suggest that when a manufacturer sells box goods, it is extremely unwise to sell poor bar goods because of the danger of unfavorable reflection on the main products of the company. When a firm depends upon box goods for the bulk of its sales, it ought to regard the five cent counter as a sampling station; and the goods there sold should be representative. Bunte Brothers have observed this policy in their multi-piece packages with a resulting extremely gratifying increase in sales. From the fact that several purchasers were observed to pick up the bar goods of a certain company, and, after they had read the name of the maker, immediately dropped them, it may be inferred that when a company has a name for cheap or inferior goods it is confronted with a serious obstacle. The goods in question were those of a house which has specialized in cheap and inferior products.

### Where the Five Cent Bar Belongs

3. From its very nature the five cent product is intended for consumption in public places. People rarely purchase bar goods for home consumption. It would seem that bar goods are purchased to satisfy a natural liking for sweets and also to take the edge off hunger. Therefore, the five cent product should be made and packaged to facilitate convenient and inconspicuous consumption in public. Many five cent bars are too large, many are packaged in a way which necessitates a major operation to remove the wrappings. Sometimes these wrappings are made of materials that crackle loudly and attract attention to the fact.

## THE MARKET FOR FIVE CENT GOODS

particularly, in a railway station or train, that the purchaser is eating candy. Again, some bars—the tough ones like nougats, caramels, butterscotch, etc.—cannot be eaten with any degree of dignity, their consumption requiring considerable muscular activity; consequently, the sales of these products are limited to a certain class of indifferent people. But the wide appeal of goods of this character, as attested by the sales of the same goods in the multi-piece packages, proves that when a product is carefully designed to facilitate consumption, it holds its regular market and creates a wider market of its own. One excellent example of a tough product designed and packaged in a manner to facilitate public consumption, and which in consequence, enjoys sustained popularity, is Collins Butterscotch. The pieces are individually wrapped and all are packed into a Brightwood carton which may be dumped into the pocket. Even the most fastidious person would have no qualms about consuming this product as it could be done very unobtrusively.

The principle of small-piece packaging, has been recognized, but in the majority of cases where multi-piece packages have been introduced, the manufacturers have not gone far enough. In many cases, the pieces are still too large for convenience, and in others, where the pieces are small enough, they are not always conveniently packaged. Some manufacturers have adopted the expedient of scoring the bar so that small segments can be broken off. In one instance, however, the segments are so large that they could not be placed into the mouth at once without filling it to capacity.

### Adapt the Dress to the Season

4. Seasonal packaging should more often be adopted for certain products like plain chocolate. The effect upon a customer, who purchases a milk chocolate bar on a hot summer day and discovers that it has melted, can easily be imagined. Economy may dictate a standard wrapping for products of this kind, but it seems logical to suggest that midsummer sales could be sustained at the winter average if heat resisting wrappings or cartons were adopted for the summer season.

5. Many products were observed to be coated with an extremely flaky milk chocolate which flaked off and fell on clothing as soon as the bar was bitten. These flakes cause conspicuous grease spots on light colored summer clothing, and they are particularly difficult to avoid when the consumer is sitting down. This problem is still another which is nicely answered by the small piece package, because the small coated piece is put into the mouth at once.

6. Out of the total number of purchasers observed, very few seemed to know exactly what they wanted. Most of them scanned the candy display for several moments before buying. It would seem, therefore, that unless a product is supported by considerable descriptive advertising, it ought to have a descriptive name—or if given a fancy name, a sub-line to indicate its nature. When a product is well named it invites and holds consumer loyalty. This is proved by the popularity of Suchard's Bittra Chocolate—which, incidentally, is a good example of a non-sweet product; it successfully invaded a crowded mar-

ket and held its own, because its good quality and non-sweet taste appealed to people not ordinarily purchasers of bar goods.

7. Candy bars should be artistically and conveniently packaged. But as this topic was treated at length in a previous paper no discussion is needed here.

### Expanding the Market

8. In conclusion, it appears that the market could be expanded to include people who dislike sweets and also those who are too sensitive, regardless of their natural inclinations, to consume candy in public. This object can be aided in the following manner: By making candy in general less sweet and of better quality; by introducing new products that are mildly sour or bitter; by continued emphasis on multi-piece packages containing pieces not larger than five-eighths of an inch square; by adopting wrappings and packages that give adequate protection while at the same time being easy to open and equally easy to dispose of; by artistic packaging, designed to attract attention and to arouse desire; by tying up five cent goods with box goods (to offset especially the prevalent notion that bar goods is *always* inferior to box goods).

We are aware that the foregoing survey is by no means conclusive or even comprehensive. Rather it is intended to indicate a method of approach which might well be adopted for a nation-wide survey. The conclusions drawn are obviously sound, but it is realized that what may be true for New York City may not be true of the nation as a whole, because of racial, social and climatic differences.

### 1932 Packaging Conference

THE scope of the packaging problem and its relation to packing and shipping; the reasons for changing a package; modern packing and shipping technique, and the various methods of labeling used in designing a family of packages, are a few of the problems which will be discussed at the second packaging, packing and shipping conference and clinic which will be held at the Palmer House, Chicago, March 7-12, inclusive, 1932.

An outstanding feature of the conference, which is being held under the direction of the American Management Association, will be the second packaging, packing and shipping exposition, an exhibit of packages and containers

packaging, packing and shipping materials, supplies, equipment, machinery and methods which have a definite application to modern packaging, packing and shipping.

Of the conferences and clinics to be held during the six days, two will be devoted to the problems of packaging, two to packing and shipping technique, and one each to production and consumer marketing, according to Irwin D. Wolf, secretary of Kaufmann Department Stores, Inc., and vice-president in charge of the exposition, conference and clinic. Many unscheduled problems will be brought up and discussed in the clinic also, in addition to the scheduled addresses of the conference, to be announced later.

Some questions that will be an-

swered in addresses and from the floor are:

What packing and shipping requirements should be considered in the selection of package materials?

How should display cartons and containers be designed to secure the desired cooperation from the retailer?

Can protection from extra shipping hazards be secured from the use of properly designed shipping containers alone?

Is it sometimes advantageous to ship the product and package separately?

What packaging, packing and shipping materials have recently been developed?

# The Corn-Cure for Chocolate?

## A Criticism of "Chocolate Turns Toward Corn"

(Which appeared in September, 1931 issue of the M. C.)

By R. WHYMPER

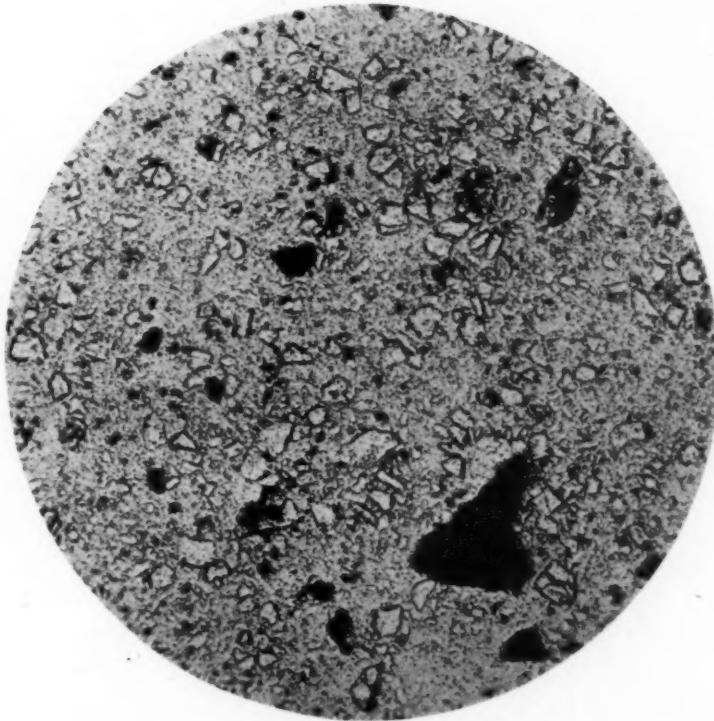


Fig. 1—Chocolate made with transformed sucrose after ONE passage through 5-roll refiner. Note the large size of the cocoa particles and approximate similarity in size of sugar particles to those shown in Fig. 2. Magnification X 120.

**A**NYDROUS dextrose is with us for better or worse so far as the quality of chocolate is concerned. Opinions may differ at present as to the advisability of making exaggerated claims for a product that may well prove useful to the chocolate manufacturer, but the fact remains that anhydrous dextrose has fallen into our laps, like Prohibition and Newton's Apple in ages past, impelled by hidden forces, without any more consideration vouchsafed to the lahee, and certainly without any prayer on the part of chocolate manufacturers. The chocolate industry just happened to be one of the lesser food industries included when a universal permit was granted, allowing, without label

### When Experts Disagree

A QUESTION was discussed recently by five of the world's leading scientists. No two of them arrived at the same conclusion. The opinion of each was influenced largely by his work in the particular field in which he had specialized. Which proves that experts, whose integrity is unquestioned and whose personal relations are most cordial and friendly, can be at odds on matters of opinion which chance to involve their individual hobbies.—Editor.

declaration, the use of dextrose on its own merits, or as a sucrose substitute, in any or all foodstuffs. The arguments that brought about the general permit were mostly excellent, especially those dealing with the beneficent dietetic properties of dextrose, but, in view of the fact that the one good quality of chocolate that has been maintained unimpaired through the last twenty years that have witnessed its otherwise complete deterioration is its superlative food-value, other claims of superiority for dextrose over sucrose must be proved before its inclusion in chocolate can be urged with explosive blasts such as we have recently heard. For it must be remembered that the special virtue of chocolate, when properly prepared, should lie

## THE CORN-CURE FOR CHOCOLATE?

in its pleasantness.

Nor can we escape from the fact that, so far as chocolate regulations are concerned, a breach has occurred in their hitherto inviolate walls that allows such a bulky army as that following an artificially prepared sugar to enter, yet does not permit the entry of such comparatively small but natural products as the dietetically valuable lecithin, used in very small quantities to the benefit of the chocolate user, and as natural fats for use as cacao butter substitutes. For commercial dextrose, hydrated or anhydrous, as it reaches us, is not the natural sugar in the same sense that commercial sucrose is, since it is prepared by chemical and physical conversion of another naturally occurring product, starch, and it thus automatically falls into the lower category with artificially prepared hydrogenated fats, for example, themselves harmless but beneficial in the chocolate industry. It is, therefore, envy of the good luck of anhydrous dextrose rather than any antagonism to it that

causes me to cry here "We want lecithin and cacao butter substitutes," if we want to be logical.

I would emphasize that such considerations should not be allowed to warp our judgment as to the peculiar merits and specific virtues, if any, of anhydrous dextrose in chocolate, since I, for one, heartily welcome the general permit for the use of dextrose, even if I am daring enough to ask the question now, "Is anhydrous dextrose an added asset to the chocolate industry?"

### Concerning "Softness"

Somewhere in lower Forty-second street, New York, a bomb blew up when a foolhardy person pressed for an answer to this question last month, and the office of the M. C., being in the same building, took a good deal of the shock of the explosion. The September issue of that journal, then in preparation, was indelibly impressed with a lot of flying type pertaining to the subject, whilst I myself am still picking from under my skin crystals of an-

hydrous dextrose bloodily mingled with exaggerations, stated and implied. Some few of these fragments I now lay before my shocked readers for more careful examination than could possibly have been given whilst the blast was on. I am quoting from the September M. C.:

"Here at last was a 'soft' sugar (anhydrous dextrose) which would break down into microscopic particle sizes with a minimum of refining and a distinct saving in power consumption." Here also would be a true statement of facts were it not for the invalidating words "at last," with the implication that "softness" was the special and peculiar property of dextrose. To my certain knowledge for twenty-two years, we have had "transformed" sucrose, a specially prepared sucrose that with a minimum treatment on chocolate refiners breaks down to microscopic particles, giving great smoothness to the chocolate and allowing a distinct saving in power consumption. Photo-micrographs 1 to 3 clearly show the correctness of the contention that

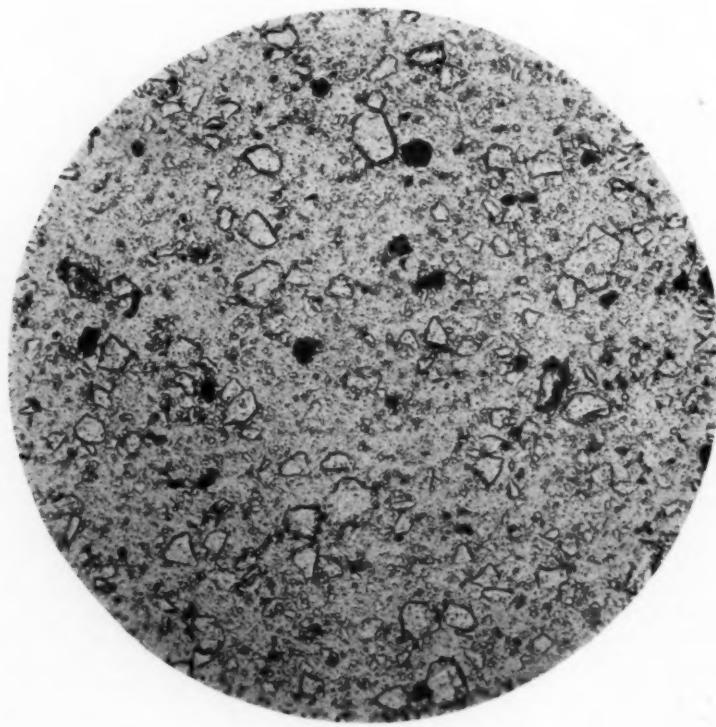


Fig. 2—Chocolate made with powdered sucrose (from granulated) after THREE passages through 5-roll refiner with rolls set as in Fig. 1.  
Magnification X 120.

## THE MANUFACTURING CONFECTIONER

soft sugar (in this case, sucrose) is a valuable asset to the chocolate manufacturer. The samples were drawn by myself and submitted to a professional photographer versed in these matters, with instructions "to take an average field." Greater honesty hath no experimenter than this! Further, a number of highly reputable chocolate manufacturers both in Europe and America have testified to the fact that from 40 to 60 per cent of the grinding of chocolate on 3 or 5-roll refiners can be saved by the use of transformed sucrose. It seems to me, therefore, that the special property of softness, implied in the September article as specific for dextrose, is not proven; the implication is, in fact, disproven, since sucrose can by "transformation" be made of equal value for the chocolate manufacturer in this respect. This property of anhydrous dextrose, whilst not specific, is undoubtedly one that can be demonstrated.

"Surely, one could hardly look for a better performance than 99.1 per cent through 300 mesh!" We might

say, perhaps, that 100 per cent would be better, but that would be flippant. It seems to have been forgotten by the writer of the September article that an impact mill will grind appreciably less of soft sugar per hour than of hard. I happen to have by me a query (one of many such in recent years) from a manufacturer in California, whose output of powdered sugar from one impact mill is greatly reduced owing to the comparative softness of the grain of a new granulated sugar (sucrose) that he has been trying. A percentage increase, then, of from 1 to 5 per cent in favor of a given weight of one soft sugar after impact grinding, whether sucrose or dextrose, that passes through a standard mesh is completely insignificant in economic importance when compared with the total loss of hourly output from *that* impact mill with *that* soft sugar, which may well amount to a 20 per cent reduction. Of course, dextrose will *crush* more quickly on a 3 or 5-roll chocolate refiner, but so will transformed sucrose, because

both are of softer grain than granulated sucrose, but they will not *grind* more quickly on impact mills.

This, then, disposes of the advantage claimed for anhydrous dextrose over sucrose, if the dextrose has to be ground on impact mills. Moreover, unless 100 per cent of anhydrous dextrose (which Heaven forbids and other powers do not recommend) were used to replace sucrose, some increased grinding over that estimated for dextrose alone would have to take place on chocolate refiners to crush down the residue of those terrible sucrose crystals, and this one virtue of dextrose would be largely negated.

### As to Viscosity

"The anhydrous dextrose produced a marked thinning of the coating." This statement is greatly exaggerated if it is meant as a generalization, and is true only to a very limited extent and if the chocolate is wetter than it should be, within a small range. But how much better it would be to get a really marked



Fig. 3—Chocolate made with transformed sucrose after TWO passages through 5-roll refiner with rolls set as in Fig. 1. Note the great reduction in size of sucrose particles by second refining, and the general greater fineness of this sample than observed after three refinings of the harder crystal sugar in Fig. 2. Magnification X 120.

## THE MANUFACTURING CONFECTIONER

thinning by making the chocolate correctly in the first place, since far greater drops in viscosity can be secured by the proper manipulation of the normal ingredients of chocolate than could ever be obtained by addition of dextrose.

The theory of viscosity is difficult to apply to chocolate in any case, because it is neither a pure nor a homogeneous liquid, and many factors not influencing pure homogeneous liquids have to be considered; nevertheless the viscosity or plasticity of chocolate may be said to depend primarily on the "effective surface" of the particles present in the chocolate to be wetted by a given weight of molten cacao butter. Anything that will reduce the "effective surface," by removal of adsorbed films of moisture and air for example, will lower the viscosity of any given chocolate, and it is possible that the theory of absorption of that water by anhydrous dextrose and a conversion of the latter to the hydrated form may account for any drop in viscosity noted as due to dextrose, if it really occurs. Recent experiments with small quantities of anhydrous calcium chloride do not, however, confirm this theory, though I still have an open mind on the subject. I am convinced, nevertheless, that anhydrous dextrose does not differ from any other substance so far as the influence of particle size on viscosity is concerned. It must be remembered, further, that, if the general particle size of the sugar be reduced by any means, thus increasing the effective surface to be wetted, the viscosity of any given chocolate will increase; for which reason particle size should not be reduced below that of impalpability on the tongue, even if spectacular minuteness under the microscope can be obtained. I will want to see with my own eyes what I have not been able to see yet, namely, that, given equal dimensions of sugar particles in two dry chocolates of exactly the same composition, the chocolate made with anhydrous dextrose shows a less viscosity than that made with sucrose.

### ... And Moisture

"Sugar is the carrier for the fractional percentage of moisture which the normal chocolate has been shown to contain (0.3 to 1%)." Who in the world can make such a definite statement at this time? Frankly, though many of us have tried, we do not know how much of the total moisture in chocolate is held by the

absorbent fibre, by the sugar, or by any other component. The cacao liquor has at the outset from 1 per cent to 3 per cent of moisture, according to the roasting, whereas granulated sugar certainly never contains as much as 1 per cent, is seldom as high as 0.5 per cent, and quite commonly shows 0.1 per cent. The statement quoted, however, was merely a preliminary for the next.

"Such coatings (cheap coatings of high sugar content) not infrequently contain 1 per cent or more of free moisture and must be moved quickly into the channels of trade if the manufacturer is to avoid loss." This statement is so grossly misleading and incorrect in its implication that no chocolate manufacturer should give it a moment's thought, though, if he does, he will be roused to righteous indignation. The nasty whack to many of us is, however, yet to come.

"So we conclude the second important finding in our investigation of anhydrous dextrose in chocolate to be that it eliminates the necessity of using an excessive amount of cocoa butter to obtain a desired dipping consistency, and that in doing so it makes unnecessary the addition of questionable agents requiring label declaration." I wonder who or what was in the writer's mind? Could it have been the lecithin fans, or cacao butter substitute enthusiasts, or was the remark just a generalization covering every one who did not use anhydrous dextrose? Finally, we have:

"We would not wish it to be inferred from this (intangible considerations of sweetness and flavor) that dextrose has a flavor other than its natural sweetness. . . . Under proper treatment its users claim that it produces excellent fondant chocolate; that it takes the bite out of bittersweets, evening up irregularities in bean roast and smoothing down the harsher types of cocoa beans into bland, mature-tasting coatings." . . . "Where in the making of chocolate was there ever a tool like this?" Where, indeed! The use of anhydrous dextrose in chocolate, I gather from these few salved frag-

ments that got under my skin, will at one fell swoop cure nearly all the ills of the chocolate manufacturer, excluding bloom for the moment, but including impending bankruptcy. For not only is grinding on chocolate refiners reduced appreciably, which I fully grant for anhydrous dextrose as for transformed sucrose, but, if the manufacturer would only use anhydrous dextrose, there would be no necessity (which we would like to allow, but don't) to pay any great attention to roasting, or to study processes in order to secure and conserve the fullest aroma of a fine cacao, or, indeed, to buy any other beans than Sanchez and Accra, and yet he would be able to obtain the smoothest chocolate at the cheapest price with minimum of cacao butter, and of a mildness in character comparable in blandness and maturity only with a chocolate made with, let us say, a blend of ripe summer Arriba, a dash of plantation Trinidads, and some high grade Caracas, if I am not doing an injustice by suggesting so mean a blend.

"*De gustibus non est disputandum*," which freely translated means that not every one likes macaroni or onions or milk any more than caviar, or goose liver, or champagne, is a good old tag, and it may be that there are some, perhaps many, who will prefer chocolate made with anhydrous dextrose to that made with sucrose. There is no accounting for taste, but we do know that anhydrous dextrose, which has so many good qualities, is not the philosopher's stone that can transmute bad into good; nor, indeed, in fairness to the manufacturers do I believe that they think so themselves.

Meanwhile, until fresh data come along, the truth is that anhydrous dextrose unquestionably has today valuable, if limited, application in certainly one department of chocolate manufacture, about which there need be no exaggeration—limited, that is to say, if we are moving towards better chocolate—but that anhydrous dextrose shares that valuable application with transformed sucrose also. Whatever form of sucrose were used, however, no claim could be made, I admit, to take the bite out of bittersweets, correct irregular roasting, or smooth the harshness of low grade beans to the blandness of better qualities.

Perhaps we had better leave the subject at that!



1931 OCTOBER 1931						
SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1931 NOVEMBER 1931						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

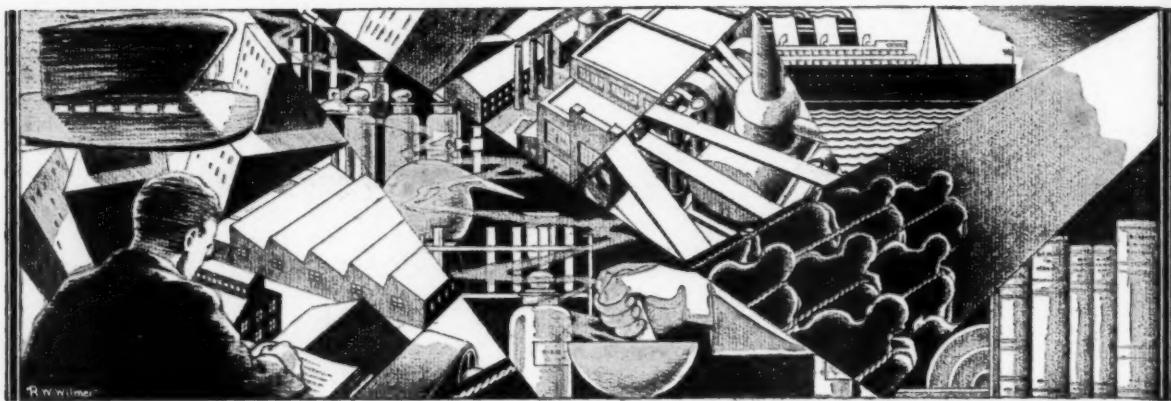
# The CANDY MAN'S CALENDAR

## OCTOBER

10th Month  
31 Days { 5 Saturdays  
{ 4 Sundays

Birth Stone: Opal  
Birth Flower: Hops

Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	Th	Easter line all settled? Samples will be needed this month.	1	S	.....
2	Fr	Monthly meeting Wolverine Candy Club, Hotel Norton, Detroit, Mich.	2	M	Meeting Directors, Fruit & Flavor Syrups Association, Boston, Mass. Chicago Candy Production Club, Sherman Hotel, Chicago.
3	Sa	Valentine boxes should be selected soon.	3	Tu	Election Day—Observed in most states.
4	S	.....	4	W	Monthly meeting Retail Confectioners' Association, Philadelphia, Pa.
5	M	Directors meeting, Fruit and Flavor Syrups Association, Boston, Mass.	5	Th	Monthly meeting Buffalo Confectioners' Association, Buffalo, N. Y.
6	Tu	.....	6	Fr	Monthly meeting Wolverine Candy Club, Hotel Norton, Detroit, Mich.
7	W	Monthly meeting Retail Confectioners' Association, Philadelphia, Pa.	7	Sa	.....
8	Th	3-day Convention National Chain Store Association, Washington, D. C.—Monthly meeting Buffalo Confectioners' Association, Buffalo, N. Y.	8	S	.....
		Monthly Board of Directors' Meeting, California Walnut Growers' Association, Los Angeles, California.	9	M	Carbonated Beverage Exposition, Dallas, Texas (Nov. 9th to 13th incl.).
9	Fr	Monthly meeting North Pacific Nut Growers' Cooperative, Dundee, Oregon.	10	Tu	Monthly meeting North Pacific Nut Growers' Cooperative, Dundee, Oregon.
10	Sa	Last day of National Chain Store Convention, Washington, D. C.	11	W	.....
11	S	Candy Week and National Pharmacy Week (Oct. 11th to 17th incl.).	12	Th	Monthly Board of Directors' meeting, California Walnut Growers' Association, Los Angeles, Calif.
12	M	Columbus Day (observed in 35 states).	13	Fr	.....
13	Tu	Annual meeting National Peanut Cleaners' & Shellers' Association, Suffolk, Va.	14	Sa	Still cutting prices or giving free goods? Now is the time to sell at a profit.
14	W	Three-day Industrial Marketing Conference, American Management Association, Cleveland, Ohio.	15	S	.....
15	Th	Monthly meeting Confectionery & Chocolate Manufacturers of N. Y. State, Hotel Pennsylvania, N. Y. City—Monthly meeting N. Y. Candy Club Inc., Hotel McAlpin, N. Y. City.	16	M	Meeting New England Retail Confectioners, Boston, Mass.
16	Fr	All set to make tomorrow a record breaker?	17	Tu	Annual 3-day Convention, American Management Association, New York City.
17	Sa	Sweetest Day.	18	W	Monthly meeting Diligence Club, Reading, Pa.
18	S	.....	19	Th	Monthly meeting Confectionery & Chocolate Manufacturers of New York State, Hotel Pennsylvania, New York City—Regular monthly meeting the New York Candy Club, Inc., Hotel McAlpin, New York City.
19	M	National Business Show (Oct. 19 to 24th incl.), Grand Central Palace, New York City.	20	Fr	.....
20	Tu	Hallowe'en displays all set up?	21	Sa	.....
21	W	Monthly meeting Diligence Club, Reading, Pa.—Annual meeting New England Confectioners' Club, Cambridge, Mass.	22	S	.....
22	Th	Monthly meeting The Anthracite Club of Pennsylvania.	23	M	Monthly meeting Candy Executives & Allied Industries Club, New York City.
23	Fr	.....	24	Tu	Monthly meeting Candy Square Club, Hotel McAlpin, New York City.
24	Sa	Another month and it will be Thanksgiving.	25	W	One month to Christmas! Holiday boxes and novelties all ready to go on display?
25	S	.....	26	Th	Thanksgiving Day.
26	M	Monthly meeting and dinner Candy Executives & Allied Industries' Club, New York City—Annual 3-day meeting International Association of Ice Cream Manufacturers, Ambassador Hotel, Atlantic City, N. J.—National Syrup & Molasses Week (Oct. 26th to 31st incl.).	27	Fr	Everybody happy?
27	Tu	Monthly meeting Candy Square Club, Hotel McAlpin, N. Y. City.	28	Sa	National Exposition of Mechanical Handling, Grand Central Palace, New York City (Nov. 30th to Dec. 5th incl.).
28	W	.....	29	S	.....
29	Th	3-day convention, International Association of Milk Dealers, Chalfonte-Haddon Hall, Atlantic City, N. J.	30	M	Easter and St. Valentine novelties and boxes should be well advanced by now.
30	Fr	.....			
31	Sa	Hallowe'en.			



## Monthly Digest of CURRENT TECHNICAL LITERATURE

### Relative Sweetness of Various Sugars



By Z. Kertesz.  
*Chimie et Industrie*,  
April, 1931, p. 970;  
*Office International  
des Fabricants de  
Chocolat et de Cacao*,  
June, 1931, p. 263.

TAKING the sweetness of cane sugar (sucrose) as 100, the relative degrees of sweetness of various sugars, as measured by a number of investigators are: levulose (fruit sugar) 173, invert sugar 123, dextrose (corn sugar) 74, xylose (wood sugar) 40, maltose (malt sugar) 32, galactose (one of the constituent sugars present in milk sugar) 32, raffinose (a sugar present in cotton seed) 23, lactose (milk sugar) 16.

When cane sugar is inverted and changed into invert sugar the degree of sweetness is increased from 100 to 123 and, if the increase in weight due to chemical combination with water is taken into account, the increase in sweetness is about 30 per cent. Invert sugar consists of equal parts of the sugars dextrose and levulose and the increase in sweetness is due principally to the levulose. The latter can be produced from the inulin present in

artichokes in a manner similar to production of dextrose from starch. (All of these sugars except raffinose and xylose are now used in candy and both of these sugars can be produced commercially if desired. Levulose is present in invert sugar (either formed in candy by inversion or added as a syrup sold under trade names). Dextrose is present in corn syrup and is also available in pure, crystal form (corn sugar). Maltose is present in malt syrup, lactose is contained in milk, and galactose, chemically combined with dextrose, constitutes lactose. Raffinose is obtained as a by-product of the beet sugar industry and experiments are being made relative to its possible use in candy.—Editor.)

### Know Your Wrappings



By Harold A. Levy.  
*Food Industries*, vol.  
3, p. 349.

THE various forms of paper wrappings include such classes as the tissues, glassines, vegetable parchments, waxed papers and resin-treated papers. In addition, there are other forms, which cannot be

classified as papers, but which are used as such. These include transparent forms of sheeting such as: gelatine sheeting ("Marsene" and the like), viscose sheeting ("Cellophane," "Fenestra," "Sylphrap," etc.), viscose sheeting nitrocellulose-coated (moisture-proof "Cellophane"), gelatine sheeting nitrocellulose-coated, cellulose acetate sheeting ("Inceloid").

Among other wrappings are the metallic foils made from such metals as tin, lead, terne (lead-tin alloy) and aluminum. In addition there are combinations of paper and metal foil in such forms as foils cemented to paper stock, also metallic-coated paper which is composed of paper stock with the pigments either printed on or bonded to it by a coating solution. There also is a product consisting of paper which has the metallic coating applied by means of a spray. Theoretically, metal foil should be completely resistant to penetration of moisture. However, small cracks develop from bending and tiny openings may also develop in the rolling process. The author discusses at considerable length methods and instruments for measuring the passage of moisture through wrappings and gives figures showing the amount of moisture passing through various kinds of wrappings during a period of 24 hours under standard conditions.

## Chocolate and Tooth Decay

By Dr. H. Fincke and Dr. Zilkens. *Office International des Fabricants de Chocolat et de Cacao*, July, 1931, p. 305.

**A**N investigation made in Germany was shown that assertions that a normal consumption of chocolate promotes tooth decay are absolutely without foundation and are contrary to well-established facts. It was impossible to detect any trace of chocolate in the mouth on an average 10 minutes after, and at the most 40 minutes after, chocolate had been eaten. Chocolate has no more detrimental effect on the teeth than other foodstuffs. The causes of dental decay are as yet unknown.

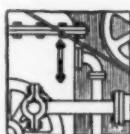
## Method of Incorporating Colors or Flavors in Candy

British Patent No. 345,363 to Kohnstanum & Co., New York; *Food Manufacture*, vol. 6, p. 244.

**A**COLORING or flavoring compound for candy is obtained by dissolving a concentrated color or flavor in glycerine or similar solvent, or in a solution of invert sugar, glucose, or other sugar, or in a mixture of the solvents and sugar solution, then absorbing the solution obtained in a solid filler consisting of sugars of absorbent granular structure, such as cane sugar, milk sugar, corn sugar, and finally compressing the material to a firm cake. A small amount of a binder such as gum arabic or other vegetable gum may be added before compression.

The resulting tablets are deeply scored into divisions which can readily be detached, giving pieces of a definite color or flavor content. The required color or flavor is obtained by adding a suitable number of tablets or divisions to a candy batch. In one example the composition consists approximately of 20 per cent coloring matter, 30 per cent solvent, 48 per cent milk sugar or other sugar, and 2 per cent of an aqueous solution of gum arabic or other vegetable gum.

## Production of Candied Fruits



By P. Van K. Revue de Chimie Industrielle, Jan., 1931, pp. 13-16; *Office International des Fabricants de Chocolat et de Cacao*, June, 1931, p. 261.

**T**HE author considers the crystallization of the sugar dextrose to be one of the principal causes of the "vitrification" (glassy hardening) of candied fruits. Formation of dextrose (and levulose) results from inversion of cane sugar due to the acidity of the fruit and also to some extent, the acidity of the corn syrup used. In some instances practically all the cane sugar becomes inverted when the fruit has stood for some time.

Production of dextrose by action of the acidity on the dextrins present in corn syrup occurs very slowly and is of secondary importance. The remedy for this form of hardening is to control the acidity of the fruit and the corn syrup used.

## Definitions Relative to Chocolate Adopted by the International Congress of Chocolate and Cocoa Manufacturers in Antwerp, Belgium, in 1930.



Office International des Fabricants de Chocolat et de Cacao, July, 1931, p. 285.

**A**MONG the definitions adopted were the following: Cocoa mass is the product obtained by grinding the cocoa bean after removal of the shell and germ. The proportion of shell and germ remaining must not exceed 5 per cent of the dry fat-free material. Cocoa butter is the fat mechanically extracted from cocoa mass, whether "solubilized" or not. Chocolate paste is a mixture of cocoa mass and sugar with or without the addition of cocoa butter and must contain at least 35 per cent of combined cocoa mass and cocoa butter.

The name "chocolate" may be given to chocolates to which hazel nuts, almonds, honey or any other edible product has been added, provided these various additions are specified in the name. Milk chocolate is a mixture of cocoa mass, cocoa butter, sugar and the dry solids of whole milk or dried whole milk. Milk chocolate must contain at least 25 per cent of cocoa mass and cocoa butter combined. Milk chocolate, described as such, must contain at least 16 per cent of whole dry milk and the solids of the whole dry milk must include at least 24 per cent of butter fat.

Chocolate coating is similar to chocolate paste. It is permissible to add to the coating not more than 5 per cent its selling weight of almonds, hazelnuts, milk, milk powder or honey without declaration. Any other added substance must be declared on the package and invoice. (All imported chocolate goods are subject, of course, to the Federal Food and Drugs Act and any variation from the standards under that Act must be declared.—Editor.)

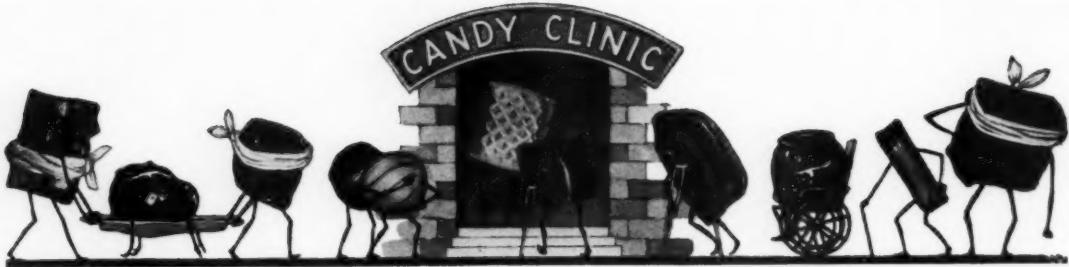
## Coating and Preserving Confectionery, Fruit, etc.



British Patent No. 345,904 to A. F. MacKenzie.

**C**ONFECTIONERY and fruit may be preserved by applying a coating consisting of an emulsion of sugar in a tasteless fat such as illipé fat which is solid at ordinary temperature and which melts at about body temperature. Various substances such as flour, milk solids, nuts, malt products, lemon oil, etc., may be added to this coating emulsion for the purpose of thickening, thinning, coloring or flavoring it. The materials to be added are worked up to a very finely divided condition in a conche or melangeur. (A fat emulsion of suitable type would greatly retard aging of candy resulting from loss of moisture and, if properly prepared, it should be possible to reduce the proportion of fat to a point where it would not be objectionable from standpoint of taste.—Editor.)

(Continued on page 47)



*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is bar goods; next month it will be pan goods and cordial cherries. Each sample represents a bona fide purchase in the retail markets, so that any one of these samples may be yours.*

*This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

## Bar Goods

### Code 10A 31

#### Fudge Bar—1½ Ozs., 5c

(Purchased in Chicago, Ill.)

**Appearance of Bar:** Fair. Wrapper does not seem to be bright enough for a candy bar.

**Chocolate Coating:** Fair.

**Center:**

**Fudge Texture:** Dry and sandy.

**Taste:** As though scrap had been used.

**Remarks:** This bar is not up to par. The coating was not thick enough and the fudge needs checking up. It was one of the poorest examined by the Clinic.

### Code 10B 31

#### Cocoanut Pattie—1½ Ozs., 5c

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. This bar is made up of a cocoanut paste in pattie shape, toasted on top and a layer of waffle on the bottom. Wrapped in transparent cellulose.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating bar. Suggest moisture proof Cellophane be used as the wrapper had stuck to the bar. Also suggest the waffle be left off this piece as it was soft and tough.

### Code 10C 31

#### Toasted Marshmallow—2 for 7c

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. Bar is made

up of two layers of toasted marshmallow with a layer of chocolate fudge in center. Wrapped in transparent cellulose.

**Marshmallow:** Good.

**Center:** Good.

**Taste:** Good.

**Remarks:** This is a large and a good eating bar. At a price of 2 for 7c the profit must be pretty close to zero.

### Code 10D 31

#### Chocolate Health Bar—5c

(Purchased in a bus terminal in New York City.)

**Appearance of Bar:** Fair.

**Chocolate Bar:** Made of milk chocolate.

**Milk Chocolate:** Good

**Taste:** Had somewhat of a salty taste.

**Remarks:** This bar would be more pleasing to the taste if the flavor could be toned down. As it is the flavor is not pleasing. In order to be successful with a bar of this kind the flavor must be "covered up."

### Code 10E 31

#### Cocoanut Fudge—2½ Ozs., 2 for 7c

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. This bar is made of vanilla and chocolate fudge; a transparent cellulose wrapper was used.

**Colors:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good size, good eating cocoanut fudge bar.

### Code 10F 31

#### Cream Caramel Bar—1½ Ozs., 5c

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. White transparent cellulose wrapper printed in blue.

**Color of Bar:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** If fewer gum pieces were used this would be a better eating bar.

### Code 10G 31

#### Chocolate Nougat Bar—2 Ozs., 5c

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. Bar is made up of peanut and cocoanut nougat coated with chocolate.

**Coating:** Fair.

**Center:** Fair.

**Remarks:** This bar is not up to standard. The quality of the center should be checked up.

### Code 10H 31

#### Iced Cranberry Bar—1½ Ozs.

(No Price)

(Purchased in Chicago, Ill.)

**Appearance of Bar:** Too small for a 5c seller. Transparent cellulose wrapper, printed in red.

**Coating:** Had dried completely off the top of the bar. Not a good eating coating; hard and tasteless.

**Center:** Very hard.

**Taste:** Good (of cranberries).

**Remarks:** This bar was too hard to be

## THE MANUFACTURING CONFECTIONER

edible and it will require a lot of attention if it is going to sell. The center was hard, the coating poor and the size too small to sell for 5c.

Code 10I 31

**Chocolate Nougat—2 for 5c, 1 1/8 Oz. Each**

(Purchased in a drug store in Boston, Mass.)

**Appearance of Bars:** Good. Glassine wrapper, printed in brown and white. Bar is made of light chocolate nougat center, coated with milk chocolate and flavored with malted milk.

**Size:** Good.

**Coating:** Fair.

**Center:** Good.

**Flavor:** Good.

**Remarks:** This bar is good eating and quite cheap at the price of 2 for 5c.

Code 10J 31

**Chocolate Cranberry Bar—1 1/2 Ozs. (No Price)**

(Purchased in Chicago, Ill.)

**Appearance of Bar:** Too small for a 5c seller. Used printed wrapper of transparent cellulose. This bar is made up of fondant containing cranberries.

**Chocolate Coating:** Fair.

**Center:** Dry and hard.  
**Flavor:** Good (of cranberries).

**Remarks:** The center of this bar is not right; the fondant was so hard it could not be broken. Chocolate coating was not up to standard used on 5c bars.

Code 10K 31

**Box—Cottage Chews—4 Ozs., 25c**

(Purchased in a retail store in Oakland, Calif.)

**Appearance of Package:** Good.

**Box:** Folding, printed and shaped like a cottage. Box contained assorted chews, wrapped in wax paper.

**Colors:** Good.

**Flavor:** Good.

**Texture:** Good.

**Remarks:** This package seems high priced at 25c. A similar package has been sold in the Woolworth stores containing chews at 10c.

Code 10L 31

**Caramel Toffee—10 Pieces, 5c**

(Made in Moscow, Russia. Purchased at a candy stand in New York City.)

**Appearance of Package:** Good. This package contained ten pieces of caramel toffee wrapped in foil, put in a two-piece folding box.

**Color of Caramel:** Good.  
**Texture:** Good.  
**Flavor:** Good.

**Remarks:** Little if any profit can be made on this package. Of course, Russia is putting candy on the American market regardless of cost.

Code 10M 31

**Summer Bar—2 Ozs., 5c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. Foil wrapper, printed in blue.

**Chocolate Coating:** Good.

**Center:** Good.

**Remarks:** This is a large bar in appearance and ought to be a good 5c seller.

Code 10N 31

**Candy Bar—1 1/4 Ozs., 5c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. White Cellophane wrapper, printed in blue.

**Chocolate Coating:** Good.

**Center:** Good.

**Remarks:** This is a good eating bar.



## THE CANDY CLINIC

**Code 10O 31**

**Toasted Cocoanut Pattie—1½ Ozs., 5c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. This bar is made up of cocoanut paste, toasted on both sides and wrapped in transparent cellulose.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** A good eating cocoanut bar.

**Code 10P 31**

**Almond Nougat Bar—2½ Ozs., 5c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. Wrapper of glassine, printed in gold.

**Chocolate Coating:** Good.

**Center:** Good.

**Remarks:** This is a good eating bar.

**Code 10Q 31**

**Two Layer Fudge—2 Ozs., 5c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good; wrapped in transparent cellulose. Bar is made up of white and chocolate fudge.

**Colors:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** Suggest the white have just a little burnt sugar tint to it as it is too white for a vanilla fudge.

**Code 10R 31**

**Yeast Candy Bar—1¼ Ozs., 5c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Looks small for a 5c seller.

**Chocolate Coating:** Fair.

**Center:**

**Fudge Texture:** Good.

**Flavor:** Good for a yeast bar.

**Remarks:** Suggest this bar be made larger as it looks too small for 5c.

**Code 10S 31**

**Chocolate Sponge—½ Oz., 2c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. Printed foil wrapper.

**Chocolate Coating:** Fair.

**Center:** Good.

**Remarks:** This is a good size and likewise a good eating bar. Costs have to be figured very closely to derive any profit from this bar.

**Code 10T 31**

**Chocolate Fudge Bar—1½ Oz., 5c**

(Purchased at a candy stand in New York City.)

**Appearance of Bar:** Good. Wrapped in transparent cellulose.

**Chocolate Coating:** Fair.

**Fudge:** Good.

**Remarks:** Suggest a better coating be used as the fudge is good.

**Code 10U 31**

**Chocolate Covered Chips—2 for 1c**

(Purchased in a variety store in Haywood, Cal.)

**Flavor:** Good.

**Texture:** Good.

**Remarks:** Chips were good but a trifle high priced.

**Code 10V 31**

**Wrapped Toffee—3 for 1c**

(Purchased in a variety store in Haywood, Cal.)

**Flavor:** Good.

**Texture:** Good.

**Code 10W 31**

**Chocolate Cocoanut Cream Bar—1¾ Ozs., 5c**

(Purchased in a retail candy store in Boston, Mass.)

Bar is cocoanut cream bar dipped in bittersweet coating, wrapped in wax paper and put in a folding carton.

**Coating:** Fair.

**Center:**

**Texture:** A trifle dry.

**Flavor:** Good.

**Remarks:** This is a good eating cocoanut bar. Suggest the center be made softer.

**Code 10X 31**

**Molasses Chews—2 for 1c**

(Purchased in a variety store in Haywood, Cal.)

Molasses chews dipped in chocolate and wrapped in red wax paper.

**Flavor:** Good.

**Texture:** Good.

**Remarks:** These chews are high priced.

**Code 10Y 31**

**Penuchi Bar—1¾ Ozs., 5c**

(Purchased in a retail candy store in Boston, Mass.)

**Appearance of Bar:** Good. Bar wrapped in foil with red band, printed in silver.

**Chocolate Coating:** Good.

**Center:**

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This bar is well made and of good quality; neatly put up.

**Code 10Z 31**

**Nut Fudge Bar—3 Ozs., 5c**

(Purchased in a bus terminal in York, Pa.)

**Appearance of Bar:** Good. Wrapped in transparent cellulose. Bar is made of a chocolate fudge with peanuts.

**Texture:** Good.

**Flavor:** Fair.

**Remarks:** A good size bar for 5c.

**Code 10Aa 31**

**Caramel Nougat Bar—(No Weight), 5c**

(Purchased in a bus terminal in York, Pa.)

**Appearance of Bar:** Good. This bar is made up of vanilla caramel and vanilla nougat, in whirl shape, wrapped in white transparent cellulose.

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is a good eating bar.

**Code 10Bb 31**

**Peanut Butter Bar—1¾ Ozs., 5c**

(Purchased in Lancaster, Pa.)

**Appearance of Bar:** Good. Wrapped in silver foil. Bar is made up of molasses (hard candy) and peanut butter coated with milk chocolate.

**Center:** Good.

**Coating:** Fair.

**Remarks:** This is a small bar for the price of 5c. The same kind of bar is being sold elsewhere at the same price but it is considerably larger.

**Code 10Cc 31**

**Package of Chocolate Cigarettes—14 Pieces**

(Made in Belgium.)

**Appearance of Package:** Very good; new and novel. This package of chocolate cigarettes is put up exactly like a package of Camel cigarettes.

**Chocolate Cigarettes:**

**Color:** Good.

**Taste:** Good.

**Remarks:** This package should prove to be a good seller as it is distinctive and novel. The question of rights to produce a package in duplication of the Camel package has no doubt been taken care of. If not, it is apt to cause considerable trouble, as the cigarette companies are very strict about such matters.

**Code 10Dd 31**

**Chocolate Coated Nut and Caramel Bar—2 Ozs., 5c**

(Purchased in Chicago, Ill.)

**Appearance of Bar:** Good.

**Coating:** Good.

**Center:** Good.

**Remarks:** This is a good eating bar, the quality of which has been kept up for a number of years.

**Code 10Ee 31**

**Chocolate Coated Nougat and Caramel Bar—2½ Ozs., 5c**

(Purchased in Chicago, Ill.)

**Appearance of Bar:** Good.

**Coating:** Good.

**Center:** Good.

**Remarks:** Quality, size and price considered, this is an exceptionally good bar.

**Code 10Ff 31**

**Yeast Fudge Bar—1¼ Ozs., 5c**

(Purchased in a high grade fruit store in Boston, Mass.)

**Appearance of Package:** Fair. This piece is a chocolate fudge cut about two inches square and dipped in chocolate coating.

**Coating:** Sweet.

**Center:**

**Texture:** Good.

**Taste:** Good.

**Remarks:** Suggest a better type of label be used. For a so-called yeast confection, this is a good eating piece. No yeast flavor could be tasted.

**Code 10Gg 31**

**Chocolate Tablets—1 Oz., 5c**

(Purchased at a cigar stand in Chicago, Ill.)

This package is made up of five chocolate tablets, each wrapped in silver foil and tied with pink ribbonzine.

Chocolate:

Texture: Good.

Flavor: Good.

Remarks: One package of these tablets which we purchased had a soapy taste. The package reported above, however, was of good quality and flavor.

Code 10Hh 31

**Children's Package—1 Lb., 75c**

(Purchased in a department store in Oakland, Cal.)

**Appearance of Package:** Very neat, but not the right type for a child's package.

**Box:** One-layer, plain Kraft paper, bundle wrapped. Tied with ribbon-zinc.

**Appearance of Box on Opening:** Fair.

**Contents:**

One package Wrigley's P. K. gum.  
One 5c caramel bar, foil wrapped: Good.

Wrapped assorted chews: Good.

Wrapped assorted nougat: Good.

Cellulose wrapped vanilla caramels: Fair.

Cellulose wrapped buttercrisp: Fair; not hard enough and lacked flavor.

Cellulose wrapped raisin clusters: Good.

Cellulose wrapped pops: Good.

Foiled solid chocolate pieces: Good.

Wax paper wrapped taffies: Good.

Wax paper wrapped vanilla marshmallow caramel: Good.

Vanilla marshmallow and chocolate caramel: Fair; taste not right.

Vanilla fudge: Fair.

Cinnamon hard candy sticks: Fair; flavor not right.

**Remarks:** This package is not right for a kiddie box. Suggest a play scene of some sort on the top. The packing was too loose; a divider will help. Also include some kind of small novelty that would appeal to a child. The hard candy sticks were not the kind for kiddies, neither were the nougat pieces. The pops were soft and colored too highly. Some gum pieces and a few good hard candy pieces would improve the assortment.

Code 10Ii 31

**Children's Package—1 Lb., 75c**

(Purchased in manufacturer's retail store in San Francisco, Cal.)

**Appearance of Package:** Good.

**Box:** One-layer; kiddie scene in colors on top.

**Appearance of Box on Opening:** Liner of box had children's poems printed on it. Good.

**Contents:**

Butterscotch taffies, wrapped in wax papers: Good.

Solid milk chocolate pieces: Good.

Solid dark chocolate animals: Good.

Milk chocolate marshmallows: Good.

Dark chocolate marshmallows: Good.

Assorted opera gum drops: Good.

Molasses puffed rice: Good.

Butterscotch small balls: Good.

Hard candy pops: Good.

Hard candy sticks: Good.

**Remarks:** This kiddie box was well packed and the assortment was good. Box was well thought out. Suggest some novelty for kiddies be put in box.

## Eric Lehman asks:

# Which Will It Be— Free Deals or Quality?

**F**T is difficult to pick out any one type of candy at the present time and say that it should be given more serious thought than any other. But with bar goods, made to retail at 5c, bringing in some cases as low as .40c per carton wholesale, it would seem that the candy manufacturer need seek no further for a more fertile field of study than the one having to do with bar goods.

When one takes into consideration the many operations necessary before a piece of candy is put on the retailer's counter for sale, including manufacturing, wrapping, packing, selling and distributing, it must be apparent that a carton of *good* candy bars cannot be sold profitably at the prices which are now generally prevailing. Raw materials are, of course, selling at a very low level, lower in fact than they should be but selling and delivery costs have not changed appreciably. A year ago it required a careful piece of figuring in order to make a fair profit on a bar made to retail at .05c. Now, these bars are selling at 3 for 10c. in places. Neither the retail man nor the manufacturer can possibly break even at such prices, much less make a profit. Some of the better houses are managing to keep their prices up and in so doing are making a bare profit. The cut-price fellows, if they continue at the present rate, will inevitably drop by the wayside; those who maintain fair prices, produce good quality bars and observe fair selling methods, will continue to be in business when normal prices again prevail.

No longer is it a question of quality, size or appearance with either the jobber or retailer; the one thing that dominates is price. The fellow who has the most to offer in the way of free goods, extra discounts, etc., is the one who walks off with the orders with the result that more shelves and counters are cluttered up with cheap, inedible candies than has been the case in years. Some of this candy couldn't be given away after the first purchase. The inevitable result will be a black eye for candy and bar goods in particu-

lar. If you don't believe that is so, just observe a few candy stands and note how the counter space once occupied solely by candies is rapidly giving way to other products, far removed from the candy maker's domain such as baked goods, salted nuts, potato chips and other edibles.

The policy so common today of offering every imaginable kind of a deal to induce the jobber to stock up on more merchandise than he otherwise would, is responsible for much of the overstocking of dealers' shelves. Instead of spreading his purchases out over a period of time the jobber or dealer as the case may be orders far more than he can possibly get rid of before the candy has become unfit for sale. If the entire industry declared a moratorium on free deals and absurd discounts, it would be one of the wisest steps it could possibly take.

In view of these unsound competitive practices, it is to be expected that a noticeable difference in the average quality of today's candies over last year's will be in evidence. For example, the chocolate coatings used, on the average, are not as good as they were last year. How some manufacturers get away with the name "milk chocolate" on the wrapper is something we cannot comprehend for they are anything but milk chocolate. In other cases, just barely enough coating is used to wash the center in chocolate. Many of the dark coatings are of the cheapest kind and in some cases they are absolutely tasteless. It all boils down to one fundamental fact: Quality and free deals are an impossible combination so far as a five cent item is concerned. If you must have your free deals then go ahead and cut quality: give the dealer and the jobber the lion's share of the bargain, but don't expect the cheated consumer to fall all over himself trying to buy your grade of candy once he has sampled it! And don't expect the gentlemen who profited by your generosity to succumb to the lure of your next free deal if they already have their shelves loaded up with your goods which the consumer refuses to buy.

# TRADE MARKS for Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products, who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

ICYEAST, frozen confection containing yeast. Use claimed since Feb. 26, 1931. Icyeast Co., Dayton, Ohio.

FROSTYEAST, frozen confection containing yeast. Use claimed since May 29, 1931. Frostyeast, Inc., Rochester, N. Y.

THE ORIGINAL JOHNNY BITE, ice cream confection. Use claimed since May 11, 1930. John C. Vernier, doing business as Johnny Bite Ice Cream Co., Cleveland, Ohio.

SCRIBONA, cakes. Use claimed since March 13, 1931. Scribbans & Co., Ltd., Smethwick, England.

FLUFF-O WAFERS, candy confections. Use claimed since Jan. 15, 1931, by Fluff-O Manufacturing Co., St. Louis, Mo.

WORTHMORE BRAND CANDY, candy. Use claimed since June 1, 1931. The Great Atlantic & Pacific Tea Co., New York, N. Y.

MAMY'S OWN ROCKS, cookies and sweetmeats. Use claimed since March 1, 1931. Ray B. Palmore, Baltimore, Md.

DUTCHLAND, candy and popped corn. Use claimed since 1903. Fred F. Field's Holstein Dutchland Farms, Trustees, Brockton, Mass.

KEBS, candies. Use claimed since May 1, 1931. The Kebs Co., Inc., Buffalo, N. Y.

BOLSTERETTES, candy. Use claimed since June 6, 1931. New England Confectionery Co., Cambridge, Mass.

KO-KO-FUDGE, base for making chocolate icing for cakes. Use claimed since Oct. 8, 1929. Bear-Stewart Co., Chicago, Ill.

BEAR'S KOKO-LIKOR, base for making icing for cakes and pastries. Use claimed since Jan. 1, 1908. Bear-Stewart Co., Chicago, Ill.

BOHRER, nuts in their natural state; shelled, salted, roasted, spiced; candies and bonbons, nut candies. Use claimed since Feb. 7, 1930. Isidore Bohrer, Los Angeles, Calif.

"D" LIGHT, candy. Use claimed since Jan. 1, 1931. The Robt. F. MacKenzie Co., Cleveland, Ohio.

YEASTEASY, chocolate covered caramels containing yeast. Use claimed since June 24, 1931. Northwestern Yeast Co., Chicago, Ill.

ELIE SHEETZ, chocolate, taffy. Use claimed since May 26, 1931. Martha Washington Candies Co., Chicago, Ill.

SMOOZIE, ice cream bars. Use claimed since July 1, 1931. Beatrice Creamery Co., Chicago, Ill.

REFRESCO, frozen confectionery. Use claimed since March 11, 1930. The Popsicle Corporation of the United States, New York, N. Y.

FROZEN BANCHO, A TROPIC TREAT, frozen confections. Use claimed since Jan. 16, 1931. Triple XXX Root Beer Co., Houston, Tex. Use claimed since Jan. 16, 1931.

SILVER PUFF, candy. Use claimed since March 27, 1931. Candy Kitchens, Inc., Chicago, Ill.

FAR SAN, Chinese peanut candy. Use claimed since Oct. 1, 1930. Hong Kee & Co., New York, N. Y.

BONE HEAD SUCKERS, candy. Use claimed since July 1, 1931. John F. Birkmeyer, Jr., doing business as John F. Birkmeyer & Sons, Baltimore, Md.

## Seventieth Anniversary Celebrated by Famous Patent and Trade Mark Firm

BACK in Civil War days, 1861 to be exact, Judge Charles Mason, then retiring as commissioner of patents, Robert W. Fenwick, a patent attorney and expert, and DeWitt P. Lawrence, a member of the appeal board of the U. S. Patent Office, established the firm of Mason, Fenwick & Lawrence, which was later to list among its clients some very notable individuals and prominent companies. Judge Mason, in addition to having been commissioner of patents, was a graduate of West Point. One of his classmates and a lifelong friend was General Robert E. Lee.

The firm does a general patent and trade mark practice before the federal courts and the U. S. post office and it has been especially helpful in assisting confectioners throughout the country in their trade mark problems. This publication is grateful for the helpful services Mason, Fenwick & Lawrence have rendered and it wishes them the continued success they deserve on the occasion of their seventieth anniversary.

## "Plaskon," a New Synthetic Resin

ACCORDING to a research report published by Mellon Institute of Industrial Research, Pittsburgh, Pa., a novel heat-reactive molding compound is now being produced commercially in the plant of Toledo Synthetic Products, Inc., Toledo, Ohio. This new urethane compound, called "Plaskon," was evolved at Mellon Institute under a series of industrial fellowships sustained by the Toledo Scale Co. Copies of the report may be obtained by interested persons upon direct request to the institute.

"Plaskon" molding compound is said

to be easily preformed, and it is pointed out that this property, in conjunction with the high speed of cure, makes possible rapid low-cost mass fabrication by the molder.

Fabricated "Plaskon" is described as unexcelled in color possibilities, combining bright colors with a hard, lustrous surface. Its base shade is one of neutral translucency, permitting pigmenting to give all colors of any intensity, either opaque or translucent. Obviously, as indicated in the publication, infinite variations in mottled or striated effects are possible.

This new product has undoubtedly possibilities as suitable material for utility candy containers.

## Microphotographs Transposed

IN THE article, "Chocolate Turns Toward Corn," which appeared in our September issue there were three sets of microphotographs accompanying it showing various comparisons between ordinary sugar and anhydrous dextrose. Somewhere in our setup a cog slipped and a transposition or two of these cuts eluded our attention, being discovered only after the mistake was too late to rectify, with the result that some confusion in the minds of our readers may have resulted. We are, therefore, reproducing herewith the cuts and their descriptive legends in the position in which they should have appeared.

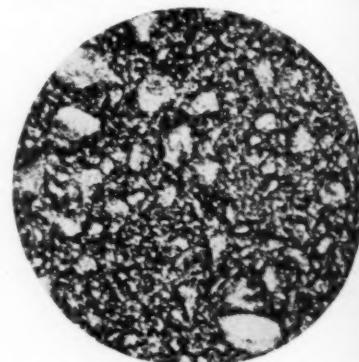


Fig. 5—Ordinary sugar micro-pulverized on impact mill. X 100.

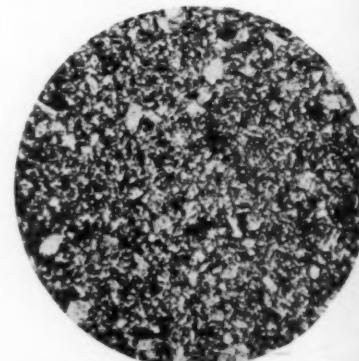


Fig. 6—Anhydrous dextrose micro-pulverized on impact mill under same conditions as Fig. 5. X 100.

# The Cause and Cure of Declining Sales

## A Frank, Constructive Criticism of Canadian Candy Advertising

By E. J. ROBERTS

Sales Manager, Walter M. Lowney Co. of Canada

*Hitting out at the lack of "punch" and real "appeal" in Canadian Candy advertising, Mr. E. J. Roberts gave a forceful talk at the Convention that is thought-provoking to the extreme. He said in part:—*

I TAKE the point that the real cause of declining sales in our industry is that people are discarding the habit of eating chocolate. There must be a cause and there must be a cure. In my opinion the cause may be included in any of the following:—

1. Improper functioning of sales forces.
2. Economic conditions.
3. Competition (within and without).
4. Unwise presentation of our publicity.

### Salesmen NOT at Fault

I submit, as far as our sales force is concerned, that our boys on the road recognized very fully during the past 18 months the necessity for harder work, closer co-operation and loyalty to the firm, and we consider this is not one of the causes of declining sales.

Economic conditions—while times of depression naturally affect high priced packages we are not willing to concede that the sales of 5c and 10c bars should be unduly disturbed. People must have some enjoyment and after all, where can you get more for a nickel or dime than by eating a chocolate bar made by one of our standard manufacturers? Economic conditions are not the cause in my opinion of the serious decline in chocolate bar sales.

### Competition from Outside

Competition. Competition from within in an organization like our Association should not unduly affect our business. Firms well founded and well financed realize they must get along together or serious trouble will develop in the industry, and we would have a repetition of the chaos which exists in the United States market. So much for inside competition. Where we are seri-

ously affected and believe us when we say it, is competition from the outside. Boys and girls, men and women, in Canada last year paid over fifty million dollars for cigarettes. This is a 500 per cent increase in five years. Money that used to go to our industry is obviously being spent in other channels, such as this. Not many moons ago it was customary for a young man when calling on his friend to take along a box of chocolates. Now he takes a few gallons of Dad's gasoline, a package of cigarettes and the party is on and the candy industry is out that much money. The point is how are we going to fix it? This brings the matter to the final analysis, which is the fourth reason for the declining sales, to wit, unwise presentation of our publicity.

### Advertising

Our organization spent during the past few years hundreds of thousands of dollars in different forms of advertising and if you have examined it it is all of the "Peace be with you" style of copy.

With ourselves for instance, we paint a pretty picture and place it on a billboard, pay \$75,000 for the privilege of doing so and hope a fish will get on the hook.

What we do need is a co-operative fund to go out and plaster the country with a militant campaign, testimonials signed by eminent physicians if you will, advising the boys and girls of Canada that it is advisable and necessary to eat chocolate.

I noticed an advertisement in an American magazine the other day which will describe what I am trying to get at. Here was a full color page of an athletic flapper dressed accordingly in action on the tennis court and as she slammed the ball over the net for a score, you read,

"Eat Schrafft's chocolates and win." If you are an advertising man it isn't necessary to remind you of the value of copy of this nature, instead of the soft soaping we have been using to our own disadvantage.

The American campaigns which have been unquestionably successful will tell you if you refrain from using a certain mouth wash you are liable to lose all your friends from halitosis. Another says four out of five have something wrong with their teeth and scare you into buying their toothpaste, and so on down the line.

Liver got so cheap a few years ago the dogs wouldn't eat it. Some doctor in New York said it was good for anaemia and now it's 60 cents a pound. Here we have a wonderful product like chocolate and no one saying anything about it. Just supercilious advertising copy. What we are wondering is how bad it has to get before we will wake up and do something.

### Imported Candy Meets Pure Food Law

OUT of the 6,000,000 pounds of confectionery imported into the United States in 1930 only a very small proportion of that amount failed to meet the requirements of the Federal Food and Drugs Act, according to Mr. W. R. M. Wharton, Chief of the Eastern District of the food and drug administration, United States Department of Agriculture.

Most of the violations recorded last year at the Eastern ports were merely in the matter of label statements appearing on the packages of candy. In most cases, however, the labels were changed to comply with the requirements of the law and the correctly labeled packages were permitted to enter. Some few lots containing prohibited material, such as alcohol and unpermitted coal tar dyes, were returned to the country of their origin.

In commenting on foreign importations, Mr. Wharton said: "Manufacturers the world over appreciate the need for care in production, for discrimination in selection, for sanitation in handling, and for honesty in branding goods bound for the United States. They do not wish to incur transportation charges for the return across the sea of goods which food inspectors at American ports of entry have found to be out of line with the requirements of the pure food law."



## New Methods of Treating Cocoa Beans

(Continued from page 25)

ning until the beans have been superficially dried and the water drops which might have been forming between the beans, have drained off.

After the airing has effected a preliminary drying for a period of several hours, the now clean, after-fermented and preliminary dried beans are removed and fed into the Wiljha Dryer for the proper drying and kiln-drying process.

The analysis of the above described treatment to the cocoa beans is as follows:

Already during the washing with potash solution, any possibility of a later vinegar-fermentation is prevented.

By staying three or four hours in the diastasis water the beans absorb enough of the latter to get again into a state of fermentation. The process of fermentation continues in the beans during the airing period which lasts several hours, at the same time, the oxidation of tannic acid is promoted to a large extent by the ventilation. The fermentation is finally interrupted or completed in the Wiljha Dryer, just at the right moment. Concerning the percentage of moisture, the following figures were found to prevail:

1,000 kgs. (2,204 lbs.) of sack dry cocoa beans weighed 1,305 kgs. after a half hour washing process;  
1,435 kgs. after the 3 hour fermentation process;  
1,495 kgs. after and immediately following preparation process of 3 hours;  
1,245 kgs. after an 8 hour airing and preliminary drying process;  
985 kgs. after completion of kiln-drying process in the Wiljha Dryer.

### Improvements Noted

The above described procedure developed through the new fermentation in the cocoa beans a decided improvement in taste, flavor and color. The continued fermentation process caused the increased formation of cocoa pigment due to the effect of oxidation. It therefore, not only augmented the aroma but also improved the color of the beans. This treatment would suffice for the use of the cocoa beans in the manufacture of chocolate, not, however, for the production of cocoa powder. The beans to be used for cocoa powder require further treatment. In order to obtain later a good solubility of or rather an increased ability of suspension, it is necessary primarily

to loosen the cell structure, make it more mellow and free it of incrusted mineral substances. Furthermore, in the cocoa beans treated with diastasis, there still remains a comparatively large amount of tannic acid, the astringent taste of which has to be mellowed, so as to produce a milder taste in the final beverage made with the cocoa powder. Alkali or an alkaline solution is still the best means of breaking up the structure of the beans and counteracting their acid. Lately, however, the alkaline treatment of the cocoa has been strongly criticized by certain groups. This was bad advice for the cocoa industry, because in preparing the beans for cocoa powder it is essential to give them the necessary "breaking up and developing treatment." Even from a scientific viewpoint, there is nothing to be said against this treatment of the cocoa with alkali, so long as it is done in the proper manner. When this is done with adequate care, no traces of alkali will be found in either the cocoa or the cocoa butter, after the completion of the alkali treatment. The small amount of alkali in the cocoa forms a chemical reaction and enters into a union with other elements, particularly with the tannic acid. However, alkaline solutions change the color of the cocoa—the so-called cocoa pigment—from a red into more of a dark brown shade.

*This article will be concluded in the next issue.*

### Federal Officials Warns Against "Health" Foods

"BREAKFAST foods, bran and other bakery products, and alimentary pastes are not medicines," states Dr. P. B. Dunbar, assistant chief, Federal Food and Drug Administration, "and such products, bearing on their labels an injudicious use of the word 'health' will be subject to action under the national pure food law."

Several domestic and imported food products bearing label representations and containing statements in the accompanying literature as to their value in maintaining, promoting, or restoring health or in acting directly as therapeutic agents in the treatment of disease have recently appeared upon the market. These forms of labeling, according to Dr. Dunbar, have been noted particularly on cereal products, such as breakfast foods, bread and other bakery commodities, and alimentary pastes.

In many instances the statements or claims appearing upon the labels are false or misleading to an extent constituting misbranding under the federal food and drugs act. In such cases the

administration has proceeded against the commodities shipped within the jurisdiction of the act.

"The use of the word 'health' in connection with the name of such articles or the use of similar expressions on the labels constitutes misbranding unless the goods actually can be relied upon to restore or maintain the health of the consumer," stated Dr. Dunbar. "Further, it has been noted that such statements as 'rich in iron, lime, and vitamins' are not justified by the composition of the food in many cases. All statements of composition, as well as all statements of therapeutic effect, must be fully warranted; otherwise they are properly classed as misbranding."

Dept. of Commerce Report.

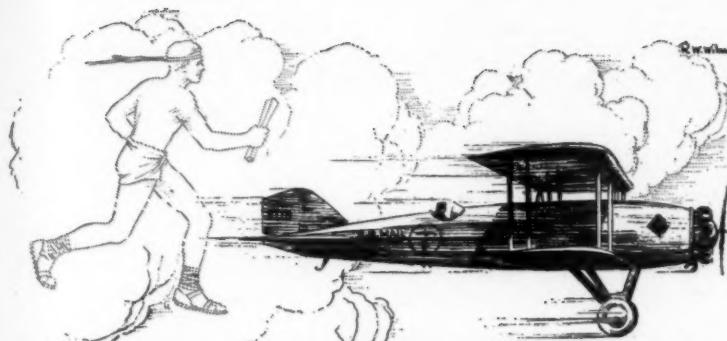
### Candy Executives' Club Plans Interesting Meeting

IF PRESENT plans for the next meeting of the Candy Executives' and Allied Industries' Club fully materialize, the members and their guests have in store for them a very interesting

evening. The probable date will be Monday evening, Oct. 26, although this will be definitely announced to club members later on. It is planned to have a dinner with a meeting afterwards at which it is hoped Dr. H. S. Paine, chief of the Carbohydrate Division of the U. S. Department of Agriculture in Washington, will speak. Efforts are now being made with this in mind and if Dr. Paine can so arrange his schedule, he has indicated his desire to accept the Club's invitation.

Another possible speaker of unusual interest will be Mr. H. G. Altman of the Metro Chocolate Co., who has just returned from an extensive trip through Europe and parts of Russia where he had access to a number of candy plants, a privilege which, in Russia particularly, is banned except in certain choice plants, so far as the outside visitor is concerned. Mr. Altman's eye-witness picture of conditions on the other side will be one of more than passing interest and concern to American manufacturers and consumers.

Further and more definite announcements will be forthcoming from the office of the Secretary later in the month.



## AS WE SORT THE MAIL

Questions addressed to this department will be answered by us from month to month. Readers are invited to make this a forum for informal discussion of subjects of general interest to the candy industry.—The Editor.

### Two Years too Late

IN YOUR issue of December, 1928, there is the following article:

"The Cashew Has Come to Stay  
Preservation in Inert Gases Ends  
Long Struggle Against Infestation," by Thomas M. Rector, author of "Scientific Preservation of Food," and inventor of the now widely used Vitapack process.

Can we have six copies of that article? Kindly let us know your charges and oblige.

K. R. B., New York City.

Sorry, but our supply of that issue was exhausted two years ago. Our bound volumes are available for your inspection, if that will help.

### Interested in Glycopon

WE HAVE to request you to write to the makers of Glycopon XS, suitable for making liquor flavors, to send us samples and quotations of this product.

Thanking you, we remain,

W. R. M., Bombay, India.

The manufacturer of this product is The Glyco Products Company, Inc., 33 35th Street, Brooklyn, New York.

### An Acknowledgment

WE HAVE to acknowledge your letter of 10th July for which please accept our thanks.

The information which you send us now makes it possible to consider the advisability of going into the manufacture of pectin. Generally speaking, our market is so small that it is not a practical proposition to manufacture many of these lines.

M. S., New Zealand.

### Interested in Utility Containers

YOUR recent issue at hand, we note a certain utility container for candy known as "Durez," a product of the General Plastics, Inc.

We also note a moulded glass container, manufacturer's name not shown, but illustration displays this container filled with Chocolate Dip Mints in five layers.

If you will be good enough to furnish us with the manufacturer's address on both of the above items, or at least put us in touch with these manufacturers, the courtesy will be greatly appreciated.

We are regular subscribers ourselves to THE MANUFACTURING CONFECTONER.

J. A. A., Brooklyn, N. Y.

General Plastics, Inc., North Tonawanda, N. Y., are the manufacturers of "Durez." The Hazel-Atlas Glass Company of Wheeling, West Virginia, can undoubtedly supply you with the glass jar referred to. This is nothing more than an ordinary butter "tub" fitted with a moulded glass top.

### Appreciates Criticism

WE ARE in receipt of your communication of September 18th with code listed.

We appreciate your criticism as we believe comments of this sort are valuable to the candy business.

S. R. M., Philadelphia, Pa.

### An Interesting Program

WE RECEIVED your note regarding the Candy Clinic and want to thank you kindly for same.

We think this is a very interesting program to follow.

M. C. F., Clinton, Iowa.

### Wants Candies Diagnosed

I AM sending you under separate cover, four jars of our Filled Hard Candies, two marked "A" and two marked "B."

The two jars marked "A" are made exactly the same as the one diagnosed in your August Clinic. In the two marked "B" we have tried to overcome the sticking.

Your frank diagnosis on both the "A" and "B" jars together with any helpful suggestions you might be able to give me, will certainly be appreciated.

W. C. L., St. Louis, Mo.

A confidential report will be sent to you immediately upon completion of our examination.

### Want Representation in Newfoundland?

YOURS of September 23rd at hand, and many thanks for the information given to me regarding Huyler's, and also for putting them in touch with me. I may state that I have taken the matter up with them direct.

At any time that you know of any candy manufacturers who are looking to be represented in Newfoundland, I would ask you to kindly keep my name in mind.

If at any time I can do anything for you, I may state that I will be only too pleased to do so.

Thanking you for your kind attention to my requests.

G. S. M., St. John's, Newfoundland.

### Monthly Digest of Current Technical Literature

(Continued from page 39)

### New Chocolate Product



British Patent No. 340,785 to H. C. Boisselier; Food Manufacture, vol. 6, p. 154.

THIS new chocolate product consists of partly churned full-cream milk, sugar and chocolate. The sugar is in very finely divided form. The sugar and chocolate are added while the milk is being converted into cheese and before the full condition of cheese is reached. Vegetable oil, for instance olive oil, may be added. (This product appears to be essentially a "milk chocolate" which contains a considerable amount of moisture and in which the milk has been transformed into cheese.—Editor.)

# Dr. Klein's Radio Address on Candy Industry

*Launching the week of Sweetest Day, the accompanying article was the basis of a radio talk by Dr. Julius Klein, Assistant Secretary of Commerce, delivered over the coast-to-coast network of the Columbia Broadcasting System from Washington, D. C., 7:00 to 7:15 p. m. Eastern Time, Sunday, October 11, 1931*



HIS coming week is to be "Candy Week" throughout the country. The fall merchandise in this line, the new fresh stocks, will be making a debut. Candy dealers will be displaying their finest wares, most attractively presented in this vigorous sales-effect which is to reach its culmination in a special Candy Day next Saturday, Oct. 17.

## Americans Eat 12 Pounds of Candy Per Person Annually

We Americans consume more candy per capita than any other people in history. To satisfy America's fondness for confectionery, a great and interesting industry has grown up. *We demand about 1½ billion pounds of candy every year—12 pounds for every one of us*—and we have dropped only very slightly below that average during the business depression of the past two years. This demonstrates conclusively that a liking for candy is deeply ingrained in our national temper and no longer represents a purely luxurious taste.

## Nation's Candy Bill Is \$750,000,000

More than 300 million dollars is invested in the confectionery industry in the United States today, and it engages the services of more than a quarter of a million people. A startling rise has been achieved by this business since the middle of the last century. We are accustomed to think that most of the sensational, spectacular advances in productive activity have been registered by the makers of new and

marvelous mechanical devices, such as the automobile and the radio, but that is not always the case. We cannot help being astonished when the cold figures show us that an industry which really dates from the days of the Pharaohs, and which makes things to be eaten, has chalked up an increase of more than 600 per cent since a period as recent as the year 1900. *Candy sales each year amount, at retail prices, to upward of three-quarters of a billion dollars.*

## Candy's Royal Ancestry

We find the very earliest references to any kind of confectionery in Egyptian manuscripts written about 2,000 B. C., in those bizarre hieroglyphics that were deciphered from the Rosetta Stone. Honey was the basis of that first candy, being often combined with figs, dates and nuts. The Israelites, fired with gratitude for the manna that rained down from heaven in the wilderness, described it as being "like coriander seed—white—and the taste of it was like wafers made with honey." There is reason to believe that at the gorgeous court of King Solomon the ladies were as fond of "pastes" as the beauties of today. Perhaps their palates were also pleased by sugar-coated almonds—a logically oriental product that seems to have formed the next step in confectionery making.

Confectioners flourished in ancient Greece and Rome, and guests of Pericles or of Nero were offered sweetmeats fashioned out of honey, fruits, and flour paste as they reclined luxuriously on couches at their sumptuous feasts. The clever Greek and Roman doctors had a

special use for sweets: when they had some especially bitter draft to administer, they used to smear the rim of the cup with some extremely tasty substance, to try to fool the patient. *In fact, until the beginning of the Nineteenth Century, it was the physicians and apothecaries—striving to conceal the repellent taste of their concoctions—who were the principal practitioners of the art of making sweetmeats.*

The Arabs and other Moslems, even in the early days of their great epoch, were insatiable lovers of what we would call candies. The Turkish paste of today has a long line of ancestors. One of the Moslem historians tells of being at a celebration of the splendid "Ramazan" feast in northern Africa in the Eleventh Century—and he describes how the Sultan's table was decorated with sweetmeats made of almonds and powdered sugar, and moulded into the shapes of orange trees and statues. For this gala occasion, the royal kitchen doubtless had to recruit a sculptor, though the modern American hostess, by virtue of our remarkable candy-moulding machinery, may get equally artistic "sweetmeats" from the nearest candy-store.

## 2,000 Candy Manufacturers in U. S. Today

In the early years of our own country the candy industry had no place. A shopping list made out by Martha Washington (and recently brought to light) calls for two kinds of candy, along with various perfumes and brocades, to be procured for her in England—indicating that a local supply was either non-existent or unsatisfactory at that time.

## THE MANUFACTURING CONFECTIONER

Along about 1816, there were 20 candy factories in Philadelphia and probably an equal number in New York, with three firms in Boston and a like number in Baltimore. Quite a contrast to the 2,000 candy manufacturers in this country today!

Candy—even American candy—is in reality a *world product*, drawing its varied ingredients from many distant lands. The story of a pound package of candy would read like a chapter out of Marco Polo's travels. It is inextricably linked up with numerous other industries. Chief among these is the sugar industry. *Modern manufactured candy is approximately 50 per cent sugar.* Nearly half a million tons of sugar are used by our American candy manufacturers every year. I am sorry that I have not time to tell you something of the romantic history of sugar—how the soldiers of Alexander the Great brought back from India large quantities of the "Sweet Sticks of the East"; how, much later, in the Fourteenth Century, a Venetian developed the most successful method of refining, and the Queen City of the Adriatic became the "Sugar Capital of Europe"; how, subsequently, the favorable climate and deep, rich soil made Cuba the "World's Sugar Bowl"; and how the cane and beet-sugar industries have risen to prominence in our own country.

### Source of Cocoa-Beans for Chocolate

Consider the ingredients, aside from sugar, which go into the making of modern candies. You will be able, then, to see more clearly why a pound of candy may cost you anywhere from 60 cents to \$2 even when sugar is down to 5 cents a pound. Such a study really constitutes a little lesson in world-commerce. The *cocoa-beans* from which the *chocolate coatings* are derived come partly from the *Caribbean* area, *Ecuador*, and *Brazil*, but mainly from the far-off *Gold-Coast of Africa*. One of the great trade romances is this rise of the *chocolate business*. Forty years ago it was so small an industry that the African Gold Coast, which now produces nearly half the world's supply of *cocoa*, exported only \$20 worth of it, while last year that same territory sent out nearly 50 million dollars' worth of the raw

material—the bulk of it going into candy.

This *cocoa-bean* industry on the *Gold Coast* of West Africa has become so extremely important to our manufacturers of chocolate products and confectionery that, at the request of those interests, an American trade commissioner was established at Accra (the main port) by our Department of Commerce, and he sends in much valuable information about conditions.

### Source of Nuts and Fruits

The *nuts for candy-centers* are brought from *California* or our *Southern States*, from *Spain*, *Italy*, *France*, *Brazil*. The once-fabulous domain of the Moslem Caliphs and Sultans—*Persia*, *Arabia*, *Turkey*, *Tunisia*, *Algeria*, and *Morocco*—furnish the *figs* and *dates*. *Pineapple centers* are supplied by *Hawaii*, *Porto Rico*, *Cuba*, or *Singapore*, while the succulent *cherry* for the *chocolate-coated maraschinos* comes from *France*. The *British West Indies* furnish most of the *coconuts*. And our candy industry uses, also, *honey* from *Cuba*—*gum arabic* (for *gum-drops* and *marshmallow candies*) from the bark of the *acacia trees* of *Egypt*—*egg albumen* from *China*—*vanilla extract* from *vanilla beans* that come from *Mexico* or from the island of *Reunion* far off in the Indian Ocean.

### Quantities of American Products Used

From our own American dairies come *milk* and *butter* in enormous quantities. It is amazing to learn that the *milk* used by makers of *milk-chocolate* products alone totaled 286 million pounds during 1930. And a single Chicago candy-manufacturer uses 240,000 *fresh eggs* every day in his plant. The farmers in our *Corn Belt* are benefited through the candy industry's purchase of millions of dollars' worth of *corn syrup*, or *glucose*, annually. And vast quantities of *American peanuts* are also used by this industry—nearly 170 million pounds in the course of a year, costing more than 13 million dollars.

Surely, we are not only dealing here with an industry that fascinates us by its unique ramifications—we are considering an activity of very genuine economic importance, one that helps (in its modest fashion) to support the structure of our business.

### Modern Candy Making Machinery

The *machinery* used in making candy is expensive; and for this there is a *reason*, because to the lay mind the machinery appears to be remarkably "intelligent." Take, for instance, the electric "enrober," as it is called, which puts the *chocolate coating* on candies. In size it is gigantic, but it has a *deft, sure touch* as it receives the centers, coats them, quickly flips them over to coat the under side, brushes them smooth, and passes them along to the *drying room*. Factories, of course, must be kept at proper temperature, so candy-makers have machinery to wash the air for their establishments and to control the temperature exactly. Laboratories must be maintained to test the purity of the various materials used.

### Personnel of the Industry

The purity and wholesomeness of modern American candy is a striking example of the high ethical standards which dominate so many of our industries today. And the *labor situation* in the candy industry seems exceptionally *satisfactory*. One gets a very pleasant impression watching the employes in crisp white uniforms in those air-cooled rooms, dipping or packing candies in a truly spotless plant. Here is an impressive fact; *wages in the candy industry have, in general, increased about 100 per cent as compared with the pre-war period*.

This *young industry*, in its rapid growth, has been the setting for many careers of an appealing type. It abounds in success stories true to the old-time formula of "poverty-to-riches" that was popularized by Horatio Alger. Strenuous and concerted efforts have brought the candy industry to its present enviable status among American businesses. It has been compelled to overcome obstacles and combat prejudices, and has been largely successful in doing so.

### Candy Becomes More Popular as Source of Energy

We, as a people, spend energy like a Niagara that can never be drained. The conception of *candy as a source of energy* is really new. Once, candy was abhorred by athletic coaches. But Gertrude Ederle, according to reports, was handed concentrated sweets from a tug as

(Continued on page 52)

# Will Design Copyright Give Confectionery the Go-By?

Written Expressly for *The MANUFACTURING CONFECTIONER*

By WALDON FAWCETT

**P**ERHAPS the confectionery trade has had few more unpleasant surprises than came to most of its members with the news from Washington of a proposal in the U. S. Senate to discriminate against confectionery in granting protection to designs. Designs—meaning shapes, forms, patterns, and surface ornamentations—have attained, in recent years, to steadily increasing importance in the confectionery industry. It is not, alone, unique candy forms for which exclusive rights are desired, but likewise confectionery containers and confectionery packages. Yes, and the designs of confectionery advertising.

Most members of the confectionery clan have felt singularly hopeful in recent years regarding the future of their assets in artistic and distinctive designs. The present, to be sure, is anything but satisfactory for creators of novelties. Virtually the only forehanded protection that may be obtained is via patents on designs. And such patents, when within reach, are costly and so slow in execution that a market for a design fad may have gone stale ere the confectioner can put out his candidate safeguarded by patent. Worst of all, the blessings of design patent are denied to many confectionery items because the present law requires that a novelty shall qualify as an "invention."

Toward the future, all confectioners under today's thin and leaky shelter, have looked hopefully because it has been accepted as fact that it would be only a question of time until the industry would have the benefit of an improved, simplified and modernized system of design protection via copyright. For some six or eight years past, there has been pending in Congress, a proposal to have Uncle Sam certify to the ownership of designs embodied in or applied to articles of manufacture, recognizing the originality of

such designs even though a new effect in the appearance of an object be obtained by a regrouping or rearrangement of elements old in the art, instead of by sheer, fresh invention. So revolutionary a proposal was bound to make headway slowly in the national legislature. But, this past year, marketers of odd conceits in confectionery have been heartened by the fact that the Vestal Bill passed the U. S. House of Representatives by an overwhelming majority and was assured prompt attention in the U. S. Senate.

## Design Bill Shadow of Former Self

Now, in the last reaches of the 71st Congress behold a rude disillusionment. The Senate Committee on Patents, to which the Design Copyright Bill was referred for preliminary consideration invited members of all industries to express their opinions regarding the measure. The confectionery manufacturers did not avail themselves of this opportunity because it was felt that the whole subject had been so thoroughly threshed out in a decade of agitation that it could be assumed that Congress was sold on the necessity of putting an end to "design piracy." As it happened, however, certain other industries, which had never been suspected of disaffection, quietly lodged protests. The result was that the Design Bill, as reported to the Senate, in the closing days of the session, is a tragic shadow of its former self and, incidentally, practices discrimination against the confectionery industry.

As to the character of protection provided for eligible designs, its cost, etc., the scheme remains as originally concocted. But the industrial scope of the system is narrowed drastically. What business would have, under this mutilated program would be not Design Copyright but Design Copyright, Limited. The long-coveted boon would be rationed to only a few indus-

tries and confectionery would not be one of these. The bill would be applicable only to textiles, furniture, lamps and lighting fixtures, shoes, and jewelry. It will be observed that not only is confectionery, as such, given the go-by but all manner of artistic candy boxes, and other receptacles, display cases, vending apparatus, confectionery dispensers, etc., are likewise left out in the cold. It is commodity favoritism with a vengeance.

The excuse given by the senators, who hatched this scheme, for thus setting up a piece-meal institution of design protection was a fear of the untried. They stated that they were very much impressed by the evils that exist in the field of industry in so far as the piracy and copying of designs is concerned. But they felt that the bill, as enacted by the House of Representatives, which covers all fields of activity in manufacture, might, in practice, work hardships which could not be foreseen and might also be difficult of administration. Therefore, the operation of the bill was restricted to the five lines of industry, above mentioned.

## Those Who "Howled" Were Heard

By way of satisfying possible curiosity in confectionery circles it may be said that the five commodity lines selected by the Senate Committee to enjoy design protection were the ones that had made the loudest pleas for relief from design raiders. And who were the kickers who gummed up the program as O. K.'d in the House? Well, the automobile manufacturers were scared lest they be "held up" by claimants of design rights. And the floor coverings trade had similar shivers. But, oddly enough considering the latter-day recognition of the sales value of the out-of-the-ordinary package, the most fatal opposition came from the manufacturers of glass packages who, in-

## THE MANUFACTURING CONFECTIONER

identally, number confectionery packers among their customers.

Leading in bombing the bill was a quantity manufacturer of bottles whose plant is located in the middle west. He drew, in his lobbying, a sensational picture of bottle manufacturers, in effect, compelled to register thousands of different designs, and he frightened the committee with the threat that if Design Copyright came to pass "our factories are going to close." It was in vain that the ablest lawyers, who have specialized on the protection of "industrial property," sought to reassure the stampeded senators that the bogey was pure fiction since most of the designs of the type mentioned in the alarm are "not form but only structure" and consequently are neither patentable nor copyrightable. The harm had been done, and industry drew, for its pains, a mutilated copyright bill which the minority of the Senate Committee forthwith repudiated as class legislation and "of doubtful constitutionality."

### What To Do!

Well, now that the applecart has been upset, what is the confectionery industry going to do about it? For, plainly, there is a predicament and a problem that may demand action in confectionery trade circles. Fortunately, the candy community is allowed a margin of time in which to ascertain its feelings on the subject, develop a conscience, and determine upon a future course. Probably the trade has until next December to find itself on this issue. Because, lacking the emergency that would necessitate an extra session, the 72nd Congress will not convene until the final month of the year and will not get down to work in earnest until early in 1932.

Our readers realize, of course, that in a new Congress, all legislative projects uncompleted in the prior Congress have to start from scratch. Bills must be reintroduced in both houses; be referred to committees; and be put to vote regardless of whatever approval may have been given in the former Congress. The sponsors of Design Copyright are loyal to their original version of "universal" copyright open to all design-using industries. It is a safe guess that when a new edition of the Vestal Bill appears in the House it will partake of its old form. But, even so, it will not do to ignore the fact that an alternative, discrimina-

tory to confectionery has had a place in the lists within recent memory. No proposition that has demonstrated that it has influential support in the upper house of Congress can be safely ignored in reopening a campaign in the lower house.

If confectionery tradesmen who would safeguard their original designs, do not dare reckon without the possibilities of a restricted copyright plan there are two courses open to them. They may actively oppose the zoning of copyright privileges to their disadvantage. Or, they may lay their ropes to have confectionery included among the lines singled out for the experiment in design protection. The senators who hatched the scheme for a "feeler" in design copyright let it be known that it was in their minds to stage a try-out, with the idea that, by amendments in future Congresses, the system could be expanded or extended to encompass other commodity lines. This being the senatorial sentiment, it might not be difficult to persuade the members to include at the outset the line of any trade group that was unanimous for design protection.

### There May Be Hope

That a certain amount of accommodation to the idea of limited copyright may be good strategy for confectionery manufacturers is indicated by the spirit of conciliation which is appearing among the champions of full-fledged design copyright. The drift in this direction is indicated by a remark made to your correspondent, within the past few days by Congressman Albert H. Vestal, chairman of the House Committee on Patents. Commenting on the curtailment of design protection, the author of the original version of the Design Copyright Bill, said: "Of course we would like to see the bill become a law as it left the House, this year. But if the bill can be passed, even as amended by the Senate Committee, I think my colleagues on the House Committee would accept the amendments as the best that we could do at the time." Expressing himself in the same vein, Mr. Ernest W. Bradford, head of the Design Registration League, indicated a belief that if Congress cannot agree, when the time comes, on anything better than a restricted Design Copyright measure, that half-portion should be accepted by business as the best it

could get and effort made later to correct by amendments whatever defects may exist.

The current developments, which have opened up anew the whole question of what is the best protection for the designs that increase the salability of goods have provided yet another dish of food for thought by confectioners. A bloc has appeared in Congress which desires to drop the whole dream of giving protection to original designs under the copyright system. Instead, the existing design patent system would be revamped to provide insurance against design counterfeiting. It is admitted that the formalities of design patenting—with a "search" to make sure that an offered design has not been anticipated by one duplicate or similar—are tedious and messed by red tape. But the reactionaries in the Senate, led by Senator Dill, insist that if there are weaknesses in the design patent law, Congress can cure these by amendments that would make the law more liberal in its requirements and more speedy in action.

### Another Substitute Remedy

Finally, in this shake-up of the whole scene of design protection, we come to a second substitute remedy but lately put forward by still another block in Congress. This last resort is a proposal to turn over to the Federal Trade Commission the whole job of halting design piracy in every line of trade. The Trade Commission is already authorized to "order" the cessation of any practices that are convicted as unfair trading. But if this blanket authority be not enough, the senators who are on this tack, would give more power to the commission's arm by means of a special amendment to the Trade Commission Act. Experts on design protection are skeptical whether, even if the Trade Commission be armed with a special warrant as above outlined, it could police the design preserves. Their idea is that the design patent law would have to be amended to provide the Trade Commission with a club that it could swing at design borrowers. All in all, with a new Congress bringing a new line-up at the capitol and with changes in the personnel of the committees having supervision over "industrial property" legislation, there is ample reason why confectioners

(Continued on page 54)

# Dr. Klein's Radio Address on Candy Industry

(Continued from page 49)

she swam the icy waters of the English Channel. Rarely does an aviator hop off for a daring flight without including candy in his carefully apportioned rations. In the World War, candy was supplied regularly to our soldiers. Down in the bleak, white wilderness of Antarctica, Admiral Byrd and his men valued their store of candy so highly that they used it as currency.

The *candy bar*—an innovation of the business introduced in the current century—has done much to fit candy into the exacting, high-pressure scheme of things today. It is easy to carry and represents a small unit purchase. More recent still, and also reflective of current tendencies, is the return of *penny candy*. This has been hailed with joy by the columnists who wax sentimental about the general store and the candy carefully chosen with penny in hand, on long-ago birthdays. It has another significance—the return to usefulness of even the lowly penny in our economic scheme.

## Seasonal Factor in Merchandising

There is a big seasonal factor in candy merchandising. When the *weather is extremely hot* we witness inevitably a certain decline in the sales of this commodity. And that is where one vital phase of *export business* comes in. *We sell considerable quantities of candy to foreign countries, but I feel that this export effort might well be even more brisk and energetic than it is, with particular regard for the seasonal element. Because when we are having our hot summer weather in the United States, the countries south of the Equator, such as Argentina, Chile, Australia and South Africa, are experiencing their winter—the seasons being reversed. So when the candy trade slackens here on account of the heat, it should be booming down in the regions under the Southern Cross, and extra effort to secure orders for shipment at that time will amply repay our candy manufacturers and export houses.* Many of them, of course, are thoroughly aware of that fact and are acting vigorously in accordance with it.

## Candy Consumption by States

When we look at the figures for *per capita consumption of candy in the various States* of our own country we encounter some interesting facts, which pique our curiosity and are not easily explained. What State ranks *first* in candy consumption per person? It is *Utah*—which took more than *17 pounds* per capita in 1930. *Pennsylvania* is *second* and *Maine* *third*, each of those States consuming, on an average, more than *16 pounds* per person. The State taking the *least* candy per capita is *Mississippi*, with only *5.6 pounds* for 1930. Why this great variation? I imagine it would take a good deal of research and cogitation by psychologists and sociologists (and maybe meteorologists), as well as plain business men, to work out a true and adequate answer. Anyhow, these are the indisputable facts—whatever the reason may be.

## Industry's Merchandising Is Good

American candy manufacturers design their product to fit public requirements, and they appreciate the value of novelty and change. They are, in general, good merchandisers. And I think they are much better merchandisers now than they ever have been in the past because of the recent concerted, cooperative "drive" by the industry and the United States Department of Commerce, working hand in hand, to ascertain the precise facts about candy distribution and, above all, to balance production and sales on the basis of detailed knowledge of markets and methods. Ample evidence is available to show that the industry has profited tremendously by these efforts.

## The Chicago Production Club Begins Its Year's Work

The Chicago Production Club has begun its fall activities with a program schedule and peppy membership interest that promises this to be the club's biggest year.

Under the leadership of President John Clark, of Runkle Broth-

ers, the club has inaugurated the plan of featuring a prominent speaker on some technical phase of the industry at the meetings, which are held the first Monday of the month at the Hotel Sherman.

Six new members were taken into the Chicago Production Club at its October meeting, the second meeting this fall. This was the first group of new members to be introduced in connection with the club's program for enlargement. The new members are: Howard Irig, General Candy Corp.; Joe Muller, E. J. Brach & Sons; E. V. Woppard, T. M. Duche & Sons; H. A. Heffernan, S. S. Durand & Co.; Geo. Kenricks, and Andrew E. Tehel, E. J. Brach & Sons.

Treasurer Bob Thurber, of White Stokes Co., reported a substantial treasury and the club voted to continue its meeting at the dinner hour in the Sherman.

The club's September meeting was addressed by Mr. W. B. Newkirk of Corn Products Refining Co. He talked on the use of corn syrup and the general effect of dextrose sugar in the manufacture of candy. Mr. G. H. Olson of Corn Products and a member of the club, arranged for the speaker. A number of the boys brought guests. The attendance represented most of the concerns in the city.

The next get-together is on the calendar for Nov. 2. A nationally known member of the sugar industry will speak on sugar and its uses in candy production. Arrangements for his appearance were made by W. M. Kraft of Meinrath Brokerage Co. Reminders of the regular meetings are mailed to the members by Secretary Fred H. Streit.

## Penick & Ford, Ltd., Sponsor Broadcast

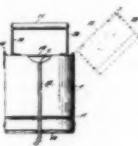
A SERIES of typical down East backwoods broadcasts featuring the "Vermont Lumberjacks" and sponsored by Penick & Ford, Ltd., of New York City, has just been announced. Beginning September 28th this will be a weekly feature of the NBC-WEAF network. The program will be broadcast on Mondays and Thursdays from 7:00 to 7:15 p. m. Eastern Standard Time.

The "Vermont Lumberjacks" comprise a quartet assisted by a pianist and accordionist, and their offerings will consist of male quartet harmonies and dialogue.

# WHAT'S NEW?

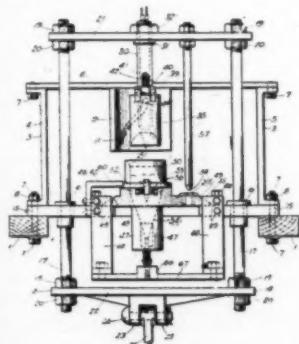
## New Patents

1,768,259. Confectioner's Appliance. Jay F. Knapp, Great Bend, N. Y. Filed June 21, 1929. Serial No. 372,680. 2 Claims. (Cl. 226—19.)



1. In a carton holder and filling device, a cylinder open at both ends, the lower end of said cylinder being sharpened to provide an annular cutter, a cutting element extending across the lower end of said cylinder, a hingedly mounted handle section mounted on the upper end of said cylinder, and a substantially U-shaped valve controlled vent tube mounted on said cylinder and having one branch thereof adapted to extend into the carton within the cylinder and the other branch thereof disposed exteriorly of said cylinder.

1,796,321. Forming Machine for Popcorn and the Like. William H. Carson, Norman, Okla. Filed July 25, 1927. Serial No. 208,332. 10 Claims. (Cl. 107—16.)



1. A machine of the character described, comprising a plunger member for forming the top of a moldable mass, rotatably mounted on a vertically reciprocating frame having guide rods adapted to move vertically, means for rotating said plunger member, means for reciprocating said frame, renewable guides for said rods, and a sliding cone carrier mounted between horizontal guides on said machine and adapted to be brought under said plunger member and adapted to support and hold said mass in a preformed container while the top of said mass is being formed by said plunger, said plunger member adapted for shaping the top of and packing said mass in said container.

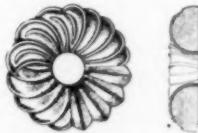
1,765,867. Method for Making Candy. Henry G. Granger, Buskirk, N. Y. Filed December 15, 1928. Serial No. 326,412. 2 Claims. (Cl. 99—11.)

1. The method of making a candy composed of a candy compound and the salts of calcium and phosphorus consisting in mixing the candy compound, heating the same to the temperature of about 240° F., and thereupon introducing salts containing calcium and phosphorus, thereupon heating the resulting mixture to about 300° F., thereupon pouring the resulting mass upon a cooling table, thereupon introducing the coloring matter and the flavoring element, and thereupon kneading the resulting batch to thoroughly mix and disseminate the added ingredients.

77,708. Candy Unit. Lou Scharf, Seal Cliff, N. Y., assignor to Scharf Bros. Co., Inc., New York, N. Y., a corporation of New York. Filed July 7, 1928. Serial No. 27,403. Term of patent 7 years.

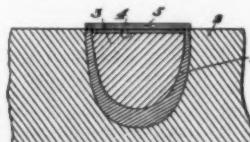
The ornamental design for a candy unit as shown.

80,883. Confection. Maurice Dushek, Chicago, Ill. Filed Aug. 29, 1929. Serial No. 32,618. Term of patent 7 years.



The ornamental design for a confection as shown.

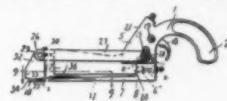
1,752,001. Method of Making a Chocolate-Covered Confection Having a Liquid Mass Therein. Wenzel Horra, Berlin-Tempelhof, Germany, assignor to the firm: Sarotti Aktiengesellschaft, Berlin-Tempelhof, Germany. Filed Jan. 29, 1929. Serial No. 335,927. 2 claims. (Cl. 107—54.)



1. A method of making an article of candy comprising a chocolate shell having a liquid mass which consists in shaking a mold containing molten chocolate while said mold is held with its opening upwards, permitting part of the liquid chocolate to flow out of the mold, filling the chocolate shell thus formed with the desired liquid mass, sprinkling heated chocolate on the top of said liquid mass to form a prelim-

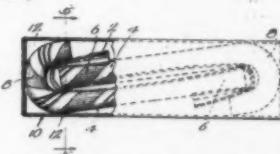
inary cover, and then forming a second cover of chocolate on the rim of said chocolate shell.

1,756,750. Candy-Cutting Machine. Dennis T. Igou, Springfield, Ohio. Filed June 18, 1928. Serial No. 286,179. 9 claims. (Cl. 107—21.)



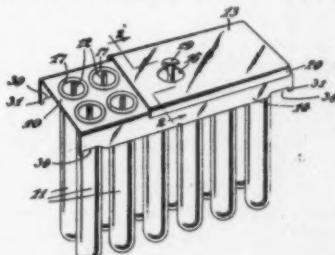
1. In a device of the character described, a support freely movable over a table, a horizontally arranged anvil carried by said support, a knife cooperating with said anvil pivoted to said support, a gage member carried by said support at the side of the forward end of said anvil, said gage member having a ledge connected therewith and extending inwardly and rearwardly to support the outer ends of the severed candy sticks.

1,755,234. Means and Method of Packaging Candy Canes. Brasher O. Westerfield, Chicago, Ill., assignor to Bunte Bros., Chicago, Ill., a corporation of Illinois. Filed April 16, 1928. Serial No. 270,241. 7 claims. (Cl. 206—65.)



1. Means for packaging candy canes including a container for receiving a pair of canes arranged in nested relation with the top of one adjacent the bottom of the other, and means for insertion between a pair of said nested canes for exerting constant pressure to separate them.

1,734,765. Confectionery Making Apparatus. Frank W. Epperson, Oakland, Calif. Filed Aug. 12, 1924. Serial No. 731,564. 10 claims. (Cl. 107—8.)



6. Apparatus for molding frozen confections, including a mold rack, a plu-

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rality of molds hung therefrom, each adapted to sustain a buoyant handle member disposed within and extending above the edges of the molds, a plate resting on the handle members to retain the same against the bottoms of the molds, a handle on the tray, said plate having an opening therein accommodating said handle.

### Corn Industries Research Foundation

Formation of the Corn Industries Research Foundation, an important trade group comprising all manufacturers of the products of corn, with Dr. H. E. Barnard, public health and food expert as its director, was announced today. The new Foundation will replace the Associated Corn Products Manufacturers, which has been in existence for a number of years. Among the sponsors of the new organization are: American Maize-Products Company, New York and Chicago; Anheuser-Busch, Inc., St. Louis; Clinton Corn Syrup Refining Company, Clinton, Iowa; Corn Products Refining Company, New York and Chicago; The Hubinger Company, Keokuk, Iowa; The Huron Milling Company, Harbor Beach, Mich.; The Keever Starch Company, Columbus, Ohio; Penick & Ford, Ltd., Inc., Cedar Rapids, Iowa; Piel Bros. Starch Company, Indianapolis; A. E. Staley Manufacturing Company, Decatur, Ill.; Union Starch & Refining Co., Columbus, Ind.

The foundation will have as one of its principal purposes cooperation with corn growers, food officials and American housewives in the marketing of packaged goods, the best known of which are starches and syrups; the development of new markets and wider utilization of all corn products, particularly in the industrial field, where starches, dextrins and other derivatives of corn are extensively employed.

Members of the new Foundation represent an industry doing an annual business of more than \$200,000,000 a year and are the largest consumers of cash corn. Normal yearly requirements of the industry approximate 90,000,000 bushels or about a third of all the corn shipped from the farm to the large central markets.

Doctor Barnard, Director of the new Foundation, is widely known for his work in the field of foods and public health and for his efforts to protect the consumer. Although a native of New Hampshire, where

he became State Chemist following his graduation from college, he has been a resident of Indiana since 1905, having been Food Commissioner of that State for a long period. He wrote the model Indiana Sanitary Food Law, afterwards enacted in more than forty other states, as well as a number of other important food, cold storage and public health measures. In the period 1908-18 he was a member of the Federal Food Standards Commission and of the Agricultural Chemists' Association and for years was a collaborating chemist under Dr. Harvey W. Wiley. In 1919 he resigned his state position to take over the task of organizing the technical and scientific work for the baking industry, establishing the Institute of Baking and serving as its President for eight years. In 1929, at the request of President Hoover, Doctor Barnard went to Washington to organize the White House Conference on Child Health and Protection, as its Director. He is still in charge of this important work.

### Yeast Research at Mellon Institute

Dr. Edward R. Weidlein, Director, Mellon Institute of Industrial Research, Pittsburgh, Pa., has announced that the institution has accepted from the National Grain Yeast Corporation, Belleville, N. J., a grant for a comprehensive investigation of the chemistry and technology of yeast. This research, which will be operated as an Industrial Fellowship of the Institute, will be conducted with the close collaboration of specialists in the donor's organization; and the results will be made available as the various stages of the studies are completed.

According to the announcement, this investigation will be especially beneficial to food products manufacturers who are important users of yeast; the facilities of the Institute will be applied through the Fellowship to various problems in the production and utilization of yeast, looking toward the improvement of present-day practices and products.

Roy Irvin, a food and nutritional chemist, has been appointed to the incumbency of the Fellowship. He has been a Fellow of Mellon Institute since 1917, following the

completion of his professional graduate work at the University of Kansas, and has contributed valuably to the literature of bread and baking technology, cereal products, and eating habits.

### Will Design Copyright Give Confectionery the Go-by?

(Continued from page 51) may wish to watch closely in the months to come the moves and counter-moves to establish legal monopolies for the get-up of candy that sells "on its looks."

### Results of Candy Distribution Cost Study Being Widely Applied

Application of the principles developed in the Commerce Department's distribution cost survey among candy manufacturers is spreading rapidly, according to reports from the trade reaching the Department, with manufacturers who produce more than half of the candy in the country having reported that they are using the survey.

Organized application of the facts developed in this study has been under way for some weeks in New York and in New England, and more recently in Pennsylvania and among candy manufacturers in California. A program of application is to be started soon in the Tennessee and Georgia territory and in the midwest.

Several manufacturers have reported that their own business is in better condition since the cost methods illustrated in the Department's report were put in use, and have advanced the belief that the industry as a whole has been benefitted by learning these distribution facts. Wasteful practices are gradually being curtailed, according to reports by manufacturers, this fact being attributed to the better knowledge of their business gained through the distribution cost analyses.

In addition to the candy manufacturers utilizing the distribution cost methods developed in this report, other manufacturers, particularly in New England, are applying the methods to their marketing cost problems. These methods, though designed for candy manufacturers, are adaptable to other types of manufacturing and distributing organizations.

In the publication, entitled "Distribution Cost Problems of Manufacturing Confectioners," the operations of seven representative manufacturers are analyzed, showing their profitable and unprofitable territories and commodities, and method of cost analysis for these and other concerns is developed and outlined. Copies of the report, known as Distribution Cost Study No. 10, are available for 10 cents from the Government Printing Office or from the district offices of the Bureau of Foreign and Domestic Commerce located in principal cities throughout the country.

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